

INSIDE
OVER THE COUNTER MAGAZINE

23 May 1998

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A rearguard action by the older conservative tendency, or a fair reflection of concern about the way the Council is shaping the future management structure of the Royal Pharmaceutical Society? These will be questions that a new look Council will have to address after last week's annual general meeting. The motions passed are not binding – to make them so, with the generally low turn out at AGMs, would be an open invitation to any well-organised faction which wants to hijack the Society's agenda – but Council ignores them at its peril. Since there are pharmacists on the shortlist for the secretary and registrar's job, there is an easy way out on that score if Council chooses to take it. It should not do so, as it will only be storing up trouble for the future. The arguments for getting a pharmacist in the post are persuasive. There is no doubt some presidents could act as excellent advocates for the profession to the outside world (that role would fall to them, with the secretary and registrar taking on a management role if he or she is not a pharmacist), but there would be a lack of continuity and no guarantee of quality. The restructuring of the Society's bureaucracy is well underway. Despite the wishes of the AGM, there is little chance of turning the clock back, although there is still scope for 'damage limitation'. Mr Rhodes would not say the Council deliberately sought to avoid a debate on the new structure (p23), but the evidence suggests otherwise, especially in view of the extensive consultations on other aspects of the 'New Age' process. It looks like being a difficult year ahead at Lambeth, not least because the results of the Council election guarantee instant frictions. The personalities involved do not suggest that events over the past 18 months will be forgotten, but if animosities lead to a failure to provide the profession with the leadership it needs, Council can be sure the membership will be unforgiving.

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Fifty hours study, an exam pass and an investment of \$200 is needed



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All dispensers to be trained by 2005?

The Royal Pharmaceutical Society is proposing that by 2005 all pharmacy staff working in the dispensary must have approved training.

The proposal comes in the document, 'Making best use of pharmacists and their support staff', which is being circulated to members for comment.

The paper looks at ways of enabling pharmacists to do less in the way of mechanical dispensing, and so allowing them to spend more time with patients and develop new services.

Pharmacists would still remain in the pharmacy to intervene, advise and, when necessary, check prescriptions dispensed under their supervision.

Aimed at both community and hospital pharmacists, the 'skill mix' paper sets out the differences between interventions

which should be made by a pharmacist and those which could be made by others. It is based on the following key assumptions:

- the pharmacist must be accountable for all activities in a pharmacy for which he or she is legally and ethically responsible, and for the maintenance of safe systems of work

- this implies that the pharmacist should always be present in the professional area of every registered premises at all times when the pharmacy is providing a professional service

- the pharmacist must personally undertake a 'pharmaceutical assessment' of every prescription at some point in the dispensing process

- to delegate effectively, pharmacists will need to develop procedures for specific tasks, setting out the minimum compe-

tence of staff to whom tasks can be delegated

- each agreed set of procedures must define the processes involved and the checks necessary for each task.

Although pharmacy technicians already have a recognised accredited qualification, dispensing assistants may not have been on an approved course.

By 2005, dispensary staff should be required to undertake some form of training, ideally working towards a qualification of the standard of the National Vocational Qualification/Scottish Vocational Qualification level 3 in pharmacy services. By 2005 all courses would have to meet these standards.

The Society says it would be impractical to insist all dispensary assistants are trained to this level and the paper says there is a need for a new training standard somewhere between the NVQ3 and the existing standard for medicines counter assistants. This would create four levels of pharmacy staff (see table).

Dispensary staff could undertake tasks according to their level of training. Pre-registration graduates would progress from 1 to 4, depending on their experience and the tutor's discretion. An NVQ level 3 or equivalent would be the minimum for staff carrying out accuracy checks in a community pharmacy.

The pharmacist would decide at what point to carry out the pharmaceutical assessment and how accuracy should be monitored. In most cases accuracy checks should be done by the pharmacist. However, the Society is seeking views on self-checking by trained technicians.

Comments should be sent by October 30 to Roger Odd, head of practice, RPSGB.

Future framework of support staff qualifications

Level	Categories of staff	Tasks which can be delegated
1	Medicines counter assistants Trainee dispensary assistants	Selling of non-prescription medicines under protocols drawn up by a pharmacist
2	Dispensary assistants/technical assistants – standard to be developed	Mechanical aspects of dispensing process routine procedures (eg checking of orders) following standard operating procedures
3(a)	Pharmacy technicians S/NVQ level 3 in Pharmacy Services or equivalent (community sector)	Technical procedures within SOPs
3(b)	As in 3(a)	Technical procedures within SOPs. Accuracy checking of prescriptions provided that the prescription has been assembled by another trained technician or dispensary assistant
4	Enhanced or checking technicians (hospital sector) S/NVQ level 3 in Pharmacy Services or equivalent plus additional training linked to competency assessment	Technical procedures within SOPs Accuracy Checks

CPAG condemns Asda as Competition Bill faces delays in committee

Asda, the supermarket chain, was condemned by community pharmacy campaigners after cutting the price of an own label health care product last week to underline its challenge to resale price maintenance.

David Sharpe, chairman of the Community Pharmacy Action Group, said: "Asda is looking after its shareholders by encouraging consumers to stockpile medicines."

"Pharmacists, by their professional code, must refuse to sell medicines that aren't right for their customers. Asda is looking to loss lead on popular items to put pressure on the Government to cave in on resale price maintenance on OTC medicines. This cannot be allowed to succeed."

Asda's move came as campaigners seeking protection for pharmacies from supermarkets cutting the prices of OTC medicines were forced to delay the crucial battle in the committee stage of the Competition Bill.

Ministers deny they are rethinking their approach during the delay. Trade and industry ministers Nigel Griffiths and Ian McCartney told MPs on the committee that the Government was deferring consideration of the key clause to the Bill until the end of the committee stage for technical reasons.

Tory spokesman John Redwood, who supported pharmacies on the Bill's second reading, said it could herald a climb down by the Government.

The delay showed the ministers did not have a clue about how to proceed, because some members of the committee had signed a Commons motion opposing the Government's policy to remove the clause.

However, Department of Trade & Industry officials denied they were contemplating a compromise and insisted it was a procedural delay.

This week, the House is in recess for Whitsun, but the committee will return to continue work next week.

POM to P changes

New regulations make domperidone maleate and topical minoxidil 5 per cent available off prescription from June 1. Phenolphthalein will become Prescription Only on September 16.

Domperidone maleate, in packs of no more than 100mg domperidone, will be available: "for the relief of post-prandial symptoms of excessive fullness, nausea, epigastric bloating and belching, occasionally accompanied by epigastric discomfort and heartburn". The maximum dose will be 10mg, and maximum daily dose 40mg.

Minoxidil 5 per cent will be available for use by men aged 18-65 for the treatment of *alopecia androgenetica*.

On the same date the non-prescription indications for nizatidine will be extended to the prevention and treatment of symptoms of food-related heartburn and meal-induced indigestion, with a maximum dose of 75mg and maximum daily dose of 150mg, for a maximum period of 14 days.

Bretylium tosylate will be added to the list of substances in Part III of schedule 5 which may be administered by ambulance paramedics, while pirenzepine and quinapril hydrochloride will be included in schedule 1 to the main order.

The changes are made under the Prescription Only Medicines (Human Use) Amendment (No 2) Order 1998 (SI No 1178).

Burr and Booth clash over Council expenses

Council members are to be provided with a corporate credit card for payment of expenses incurred while on official duties, Society treasurer Geoff Booth has revealed.

The news came during a clash at the Royal Pharmaceutical Society's annual general meeting (see also p23), in which Andrew Burr sought an assurance that Council members who claim the overnight allowance to which they are entitled when staying in London on Society business, do actually incur the cost.

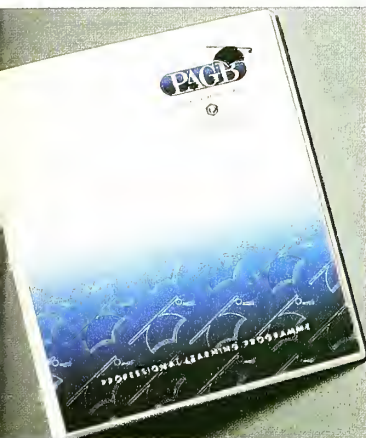
Some Council members have been claiming the allowance while staying in private accommodation, he alleged. "It does occur and that is why we are changing the system," Professor Booth said.

There has been a review of Council expenses, prompted by concerns that the allowances payable discourage younger pharmacists from standing for Council. Council will be seeking a "substantial increase" in the Council attendance fee.

Over 200 sign up for PAGB's new training course for sales reps

Over 200 sales personnel from OTC medicine manufacturers have already enrolled on a new training scheme launched last week by the Proprietary Association of Great Britain.

The Professional Learning Programme is aimed primarily at those in sales and training, but is likely to have a significant take-up among associate PAGB mem-



bers such as PR companies and advertising agencies. Its objectives are to set recognised industry standards and enhance the professionalism of territory managers who call on pharmacists.

The programme, which has been developed in conjunction with the College of Pharmacy Practice, leads to a Diploma in OTC health care after about 50 hours of study and an exam.

Students have to complete four compulsory modules and gain a further four credits from ten elective modules which cover the range of OTC conditions. The compulsory modules cover the health care industry, pharmacy practice, body science and regulatory issues.

To enrol costs £200 for the core manual plus elective modules equivalent to four credits, or £300 for the entire programme. The cost of registering for the exam is £65.

The first exams will take place on November 26, and then at six monthly intervals.

Giving the programme his support, the president of the Royal Pharmaceutical Society, Peter Curphey, said there was a need to work with industry and "strengthen the partnership", particularly with the battle for resale price maintenance ahead.

"The diploma will become a recognised and respected qualification in an area where there is much scope for better collaboration and communication, in the public interest," he said.

Mackie and Dajani on Council ... and Burr is back



Clare Mackie has topped this year's election poll to the Royal Pharmaceutical Society's Council. She is joined by another new face, Sultan (Sid) Dajani.

Andrew Burr, who resigned last October over the Puxon Report into allegations made against the Council, has won back his place, as has Helen Remington, who was co-opted onto Council to fill Mr Burr's seat. Vice president Christine

Glover, former Boots pharmacy superintendent Marshall Davies and senior past president Bill Darling have also been returned.

Two former Council members, Gillian Hawsworth and Graham Walker, failed to be re-elected. Although Ms Mackie was the first to have her position on Council confirmed, Mr Davies won the most first preference votes.

Of the 41,541 papers distributed, 9,744 (23.5 per cent) were

returned, of which 9,661 (23.3 per cent) were valid. Returns were down from last year (24.8 per cent).

Ms Mackie, an independent pharmacy contractor in Glasgow, took up the post of professor of pharmacy and head of school at the Robert Gordon University, at the start of the month. She was the first candidate to collect over the 1,208 votes needed in the transferable vote system.

Public against raising the age for prescription exemptions

The public is against the idea of raising the age for free prescriptions from 60 to 70, according to a MORI health survey.

The survey, which is one of several polls being conducted by MORI to find out what the UK wants in the new millennium,

shows that while 39 per cent of those questioned agreed the age for free prescriptions should be raised, 55 per cent disagreed.

Three-quarters of the 1,013 adults questioned believed that free health care should be available to all as a matter of principle,

whatever the cost to the taxpayer. The same proportion were in favour of alternative and complementary therapies being given a place in the modern NHS.

Two thirds thought the public should decide which services should be free to all on the NHS.

IT links with GPs a high priority

Community pharmacists see access to patients' medical records as the most important IT development for the future, a survey has shown.

The next most desirable professional development is direct communication with GPs. GPs were found to be generally supportive of electronic links with pharmacies, although they were not asked specifically about pharmacist access to patient records.

Other developments of importance to pharmacists are access to IT-based information sources on drugs, such as 'the BNF' or 'Martindale' on CD ROM.

When asked about future business applications, pharmacists quoted financial management functions, interactive links with suppliers and computer-driven

stock control as priorities, while the single most important development is electronic transfer of prescription data.

The large multiples believe the latter is the most important business development for the future of pharmacy.

A key message emerging from the 'Review of the use of information technology in pharmacy', published this week, is that the integration of pharmacy IT into national health care systems will involve heavy financial investment that must be underpinned by a clear strategy and by nationally agreed technical standards.

Pharmacists thought that finance and time are the greatest barriers to IT development. All the multiples and about half the independents and small groups were concerned about the need

for a co-ordinated policy.

The survey, carried out by the Aston University/MEL Research Group, was commissioned jointly by the Royal Pharmaceutical Society and the Department of Health. Full results will be presented at several conferences and workshops.

The survey involved a random sample of 3,000 community pharmacies, plus superintendent pharmacists of multiples with over 50 branches.

Pharmacies have generally kept up-to-date with hardware, helped by wholesalers or data-processing companies who offer subsidised systems.

Over half the respondents had replaced their pharmacy computer within the past two years and only 24 per cent had systems dating from before 1995.

LPCs' White Paper activity 'snapshot'

The Pharmaceutical Services Negotiating Committee has issued an overview of local pharmaceutical committee activity relating to the new NHS White Paper.

Of the 100 LPCs in England, 17 have confirmed the primary care group localities in their area, with another 17 nearing confirmation.

Twenty one LPCs have already appointed a designated member to co-ordinate activity with the local PCG. Only four LPCs have had local pharmaceutical advice, as required by PCGs, defined by their health authorities.

Initial meetings with interested parties have been carried out by 32 LPCs, with 19 more to occur this month and further meetings planned in June.

However, 73 LPCs have already held promotional meetings with HAs. There are 34 areas involved in pilot schemes, of which 13 have LPC participation.

Social services appears to be one of the problem areas, says head of professional development, Mike King, as the social services strategy document is not yet available in some areas.

Some HAs are still writing their strategic plans, although 55 LPCs have obtained copies. Other problems, reported by 29 LPCs include: finding resources and locum cover, uncooperative HAs and dispensing doctor involvement.

Odd to take key role in public affairs



Roger Odd, currently head of practice at the Royal Pharmaceutical Society, is to start working in the Society's new directorate of public affairs as soon as possible.

Mr Odd is switching roles now to ensure there is no delay in implementing the activities of the division, which will include liaising with other health professions, the public and the membership, said Mr Odd. His old job was advertised last week.

Another appointment was announced this week. Jessie Torrance is to head the Society's new policy support unit from June 1.

Look out for harmful pilot schemes, says PSNC

Contractors are being asked to keep a look out for potentially damaging local pilot schemes by the Pharmaceutical Services Negotiating Committee.

PSNC is particularly concerned about doctors providing dispensing services in medical pilots, and health authorities supplying dressings directly to patients.

It is seeking legal advice on amendments to the NHS regulations which could give doctors the right to include personal dispensing services in primary care act pilots.

When the Primary Care bill was passing through Parliament, PSNC obtained assurances from the Department of Health that dispensing would not be included in these schemes, but the assurances appear to have been broken. The NHS Executive has already apologised for not consulting PSNC on the amendments.

A leading counsel is looking at whether the primary legislation gives doctors the legal right to provide such services and PSNC has expressed extreme concern to the NHS Executive.

PSNC has also sought counsel's opinion on a pilot scheme in which Kingston & Richmond Health Authority supplied dressings directly to patients of a multifund practice.

The dressings were paid for by taking money from the practice's drugs budget and were issued by nurses, bypassing community pharmacy. Counsel confirmed that the practice was unlawful, and the health authority has agreed not to roll out the pilot.

However, PSNC understands that pilots are continuing in Kingston & Richmond and other areas, and asks LPCs who are aware of such schemes to contact the office with details.

PSNC chairman Wally Dove said this week: "We are in dangerous times and LPCs should keep their eyes peeled for any signs of these types of pilots. Once they have been approved

by the health secretary it will be much more difficult to stop them."

Remuneration A settlement has not yet been reached on remuneration for 1998-99 and negotiations are continuing with the NHS Executive.

A meeting was to be held on Tuesday about proposals for pharmacists to check prescription charge exemptions, and other issues covered by the fraud scrutiny report.

Local budgets PSNC remains concerned about overspends by some health authorities on local budgets. PSNC is compiling a list of overspenders.

White Paper PSNC is running a third seminar on the White Paper for LPCs, to be held on June 10. A survey has shown that most LPCs are taking action as advised by PSNC (see story left) and most have arranged meetings with health authorities to promote community pharmacy.

Pharmacists have obtained places on the boards of PCGs in Stockport, Dorset and North Tyne. A paper setting out the benefits of community pharmacy is being prepared for LPCs to send to organisations setting up PCGs.

Patient packs PSNC is writing to the NHS Executive expressing concern that the industry is going ahead with the patient pack initiative before the implications for pharmacy contractors have been settled (see also **Business News**).

Competition Bill PSNC is disappointed that the House of Commons has rejected the House of Lords' amendments to the Competition Bill, with the result that the Restrictive Practices Court will consider resale price maintenance on medicines. **Doctor dispensing appeal** PSNC's appeal against the High Court judgment that dispensing doctors can delegate the supply of medicines to unqualified staff is still going ahead in July.

Medicines management Health minister Alan Milburn has shown an interest in PSNC's medicines management initiative.

Davidson leaves FIP by 'mutual agreement'

International Pharmaceutical Federation (FIP) general secretary Alan Davidson has resigned by "mutual agreement".

A statement issued by FIP on Wednesday, although dated April 29, says that with effect from May 1 the FIP's executive committee will take over Mr Davidson's responsibilities. The professional

secretary, Colin Hitchings, will act as general secretary until a successor is pointed.

The release states tersely that Mr Davidson "will be discontinuing his employment at FIP" with the exact terms of the arrangements still to be settled.

Management consultants will be used to find a successor.

Privy Council agrees to byelaw rules on secretary's post

The Privy Council has approved a change sought by Council in the Royal Pharmaceutical Society's byelaws allowing for a non-pharmacist to become secretary and registrar.

The change was approved on April 30, but only communicated to the Society late in the week ending May 9.

Motions were carried at both the Society's annual general meeting and the branch representatives meeting called for the new secretary and registrar to be a pharmacist (see pp23-24).

Manpower A report summarising discussions with employers and their organisations on present and medium-term future demand for pharmacists will be sent to contributors for comment prior to publication.

Council election Council is to consider whether it should have a byelaw providing a sanction against any candidate in the Council election who knowingly breaches the rules. A motion at the AGM supporting this view was carried unanimously.

Council code of conduct Penalties for Council members who breach their code of conduct are to be examined. A change in the byelaws is to be drafted.

DDA: better to jaw-jaw ...

The new chairman of the Dispensing Doctors' Association Ltd, Dr Malcolm Ward, has called for more dialogue with pharmacy, rather than confrontation.

In his editorial comment in the first of the redesigned *Dispensing Doctor* magazine, Dr Ward writes: "A succession of court room battles and extremist rhetoric has dominated and damaged professional relationships for too long."

"I believe that there is a need to sit down and talk to each other in an attempt to resolve the present difficulties with the regulations."

Pharmaceutical Services Negotiating Committee chairman Wally Dove, who was a speaker at the National Dispensing Doctors' conference earlier this year, is thanked "for braving the ranks of dispensing doctors" to give a speech which advocated a willingness for compromise on both sides.

The conference could prove to be a watershed in the history of inter-professional relations, says Dr Ward, who adds that the 80 dispensing doctor delegates were "enthusiastic and supportive" and there was a very positive atmosphere.

GP PERSPECTIVE

Occupational health service required ...

Doctors are there to provide a complete health care package for their patients. But who cares for the carers? It's a well-known fact that medical care for doctors is poor. Undoubtedly they do not make great patients: they self-prescribe and will not accept medical advice.

The British Medical Association recently announced that its counselling service took 6,000 calls in its first two years of service. The single largest cause of complaint related to stress.

It's surprising that the BMA has had to provide this service. Doctors do not have their own dedicated occupational health service. Though GPs are self-employed independent contractors, they effectively have a monopoly customer – the NHS.

Doctors are at greater risk of developing an addiction. The stress of the job is partly to blame, but equally there is easy access to drugs and the increasing demands of patients.

Addiction to alcohol or drugs carries its own unique problems if you are a doctor. Admitting an addiction problem can lead to a damaged reputation, dilemmas over confidentiality and the threat of losing your job.

Though these issues are not

Drug addiction carries its own unique problems if you are a GP

being tackled comprehensively, there have been some positive moves. For GPs, the formation of co-operatives to help deal with the out-of-hours responsibilities has been a boon.

However, new stressors are constantly appearing. There is still a manpower shortage, and this can lead to difficulties in finding locums and replacement partners. Contractual changes and the avalanche of paperwork soak up more and more of a GP's time.

With the dramatic changes now underway in the NHS, there will be a greater burden on the average GP. Setting up an occupational health service for GPs will be expensive. Even so, if it can help to alleviate some of the emotional distress which exists, then it may turn some doctors back into productive individuals again.

By Dr Harry Brown, a GP practising in Seacroft, Leeds.



Retaining our identity in a brave new world

I was not in Stockholm a few weeks ago, which is a pity because the Vantage Convention provided the platform for a number of keynote speeches.

In particular, Peter Curphey, president of the Royal Pharmaceutical Society, spoke about the necessity for a change in the role of the community pharmacist from that of medicines supplier to medicines manager.

Suddenly 'medicines management' is all the rage but, like most innovative fashions, I believe it will require considerable modification before it becomes a best-seller on the high street.

In its purest form it seems the future of community pharmacy practice is that of a clinical pharmacist assuming sole responsibility for an individual patient's drug treatment profile.

Excellent for the catwalks of Minnesota, but way ahead of the game as I see it developing, in my small patch of conservative rural England.

I do not disagree with Peter Curphey's concept of medicines management or the similar ideas recently published by the Pharmaceutical Services Negotiating Committee, but in our enthusiasm for embracing new ideas, we run the risk of demoting the significance of

Topical Reflections

our traditional relationships with our customers.

The primary advantage of the community pharmacy is the easy public access to professional guidance on the purchase and use of medicines and related products. This 'front shop' activity is as important for my survival as any future Utopian vision of medicines management.

I accept that supply side pharmacy must soon be replaced by service-based payments within the NHS, but the NHS is not the whole of my business, and I am an independent contractor to the NHS, not its employee. I prize my independence and the way it allows me to develop my 'front shop' activities.

I believe that community pharmacy will only prosper if it is able, not just to meet the challenge of Peter Curphey's brave new world of professional responsibilities, but also to retain and develop its traditional role in the provision of community based pharmaceutical health care.

Try putting a pharmacist on the phone!

As I write this column, I have just heard on the radio that the NHS telephone help line has been so successful that it is to be extended to cover the whole of Great Britain.

I am not against health information being provided in this manner, but I am surprised that only nurses have been mentioned as the people manning these lines. I would imagine that the range of requested advice must often reach far outside the expertise of any one health

professional's ability to answer, yet no mention is made of the availability of others to whom more specialist queries could be referred.

From my experience, the public often picks up the telephone to ask my advice on all aspects of medication, and from the depth of some of those inquiries I would be concerned if that advice was not provided by a pharmacist.

The telephone can be the most intrusive of modern inventions, and I am all in favour of a system that reduces the ever-increasing number of unpaid and time consuming telephone calls that I receive, but I would like to be assured that when complex medication advice is requested, proper pharmaceutical expertise is available.

Beckett and bankruptcy ...

Nigel Griffiths, the consumer affairs minister, thinks it would be a brilliant idea if all retailers followed the lead of the Co-op (C&D May 16, p34) and sold sun screens at cost price!

In common with most multiple retailers, the Co-op has seen the opportunity for cheap publicity, and Nigel Griffiths has fallen for it, hook, line and sinker.

Why stop at sun screens? What about medicines? With the permission of Margaret Beckett, I could also sell all my medicines at cost price.

And when I am basking in the glory of my own bankruptcy I can rest easy knowing that the pharmaceutical health of the nation is safe in the hands of some of the most aggressive, predatory and profitable supermarket groups in Europe. *Caveat emptor!*

SCRIPTspecials

Viracept: protease inhibitor with benefits for HIV infected children

Viracept (nelfinavir) is a new protease inhibitor from Roche with particular benefits in treating HIV-infected children.

Nelfinavir is well-tolerated in children and easy and pleasant to take, says Roche. It comes as a paediatric oral powder and tablets which can be crushed and dispersed if necessary.

The drug has a simple, three times a day dosing regimen which means it can be taken at meal times rather than at strict eight-hourly intervals.

It also has none of the food and drink stipulations of some of the

other protease inhibitors. This feature suits children as well as adults leading unpredictable lifestyles. A twice daily schedule is currently being investigated as a possible regimen.

As with other drugs in its class, nelfinavir is indicated for combination therapy with antiretroviral nucleoside analogues. The dose for adults and children over 13 is 750mg three times a day. For children 2-13-years-old, the dose is 25-30mg/kg body weight three times a day.

One study of nearly 300 HIV-infected patients found that

adding nelfinavir to AZT/3TC therapy reduced the viral load to below detection in 80 per cent of patients, compared with only 18 per cent of patients on AZT/3TC therapy alone.

Diarrhoea was found to affect 20-25 per cent of users although less than 2 per cent stopped therapy as a result of this.

Viracept comes as 250mg tablets (270, NHS price \$302.86) and paediatric oral powder 50mg/g (144g bottle, \$32.33). The latter is available from mid-June.

Roche Products Ltd.
Tel: 01707 366000.

Oxford gets first UK licence for Liqui-Char for poisoning

Oxford Pharmaceutical has got its first UK product licence for Liqui-Char, a ready mixed formulation of activated charcoal.

The product, a P medicine, is indicated for the treatment of poisoning, including drug overdose. It should be given as soon as possible after ingestion.

The Liqui-Char tube should be kneaded and shaken thoroughly and then squeezed out into a con-

tainer for the victim to drink, or for administration via a gastric tube. The dose for adults is 50g and for children 25g, but this may be adjusted according to age and weight.

The product is supplied in unit-dose tubes of 25g and 50g (basic NHS prices \$7.50 and \$12.50).

● Oxford has taken over the distribution of bismuth and iodoform paste BPC from Trinity.

The product has been named OxBipp (30g, NHS price \$14.64).

OxBipp-G is bismuth subnitrate and iodoform paste impregnated gauze and is individually packed in pouches in two sizes: 1.25x125cm or 2.5x125cm. The bandages come packed in boxes of five (Basic NHS price \$44.85 and \$48.60).

Oxford Pharmaceuticals.
Tel: 0181 861 0788.

BRIEFS

Noritate for rosacea

Noritate (metronidazole 1 per cent) cream is the UK's first once a day topical treatment for rosacea. It should be applied once daily for eight weeks to the affected areas of cleansed skin. A water-based cream, Noritate contains no alcohol, fragrance, fat, oil or propylene glycol. It is suitable for use under make-up which may improve compliance in women. A 30g tube is £19.98 (basic NHS).

Kestrel Healthcare.
Tel: 01962 866449.

Priorix tackles MMR

Priorix is a new (MMR) vaccine from SB which promises to make injections less painful. It is formulated at a pH that is close to that of the body, resulting in less local irritation. Its side effects and efficacy profile is similar to other MMR vaccines. In studies it has achieved sero-conversion rates of over 95 per cent with the mumps and rubella components and almost 99 per

cent with the measles component. Priorix is available as part of the DoH's childhood immunisation programme. Basic NHS price £9.65 per vial.
Smithkline Beecham Pharmaceuticals. **Tel: 01707 325111.**

Ocusert Pilo 40

There is a temporary shortage of Ocusert Pilo 40 8-pack. However, there is no problem with the Ocusert Pilo 40 2-pack. Pharmacists having difficulty obtaining the product through wholesalers should contact Dominion customer services directly.
Dominion Pharma.
Tel: 01428 661078.

Zopiclone from Norton

Norton has introduced zopiclone tablets for the short-term treatment of insomnia. Blister packed in 28-tablet packs, they are available in two strengths: 3.5mg and 7.5mg (basic NHS prices of £3.08 and £4.48).
Norton Healthcare.
Tel: 01279 426666.

New Aurum injection

Aurum Pharmaceutical is launching magnesium sulphate injection 50 per cent w/v 5g in a 10ml prefilled syringe. The product comes as a singly packed syringe with a shelf life of 24 months (basic NHS price £4.50). It will be distributed by:
Distribphar UK. **Tel: 01895 837779.**

Wrong dose

The dose of Rebif, Sero's new interferon treatment for multiple sclerosis, is 22mcg three times a week, not three times daily as stated last week.

Herbal CD-ROM

The Herbal Remedies CD-ROM from Microinfo contains information on more than 600 plants, their habitat and harvesting time. It also contains information on more than 670 botanical drugs, their uses, and side effects. The CD-ROM costs £60 (ex VAT) plus £5 P&P.
Microinfo Ltd. **Tel: 01420 86848.**

Medtronic launches implant device for Parkinson's disease

Medtronic has launched Activa, a medical implant similar in size to a cardiac pacemaker that uses mild electrical stimulation to block the brain signals that cause the visible symptoms of Parkinson's disease.

The treatment, which is a second line therapy for patients with severe Parkinson's, is neither a cheap nor an easy option. The cost of the device is around \$5,000, and patients must remain conscious throughout a five-hour operation to give surgeons feedback on whether the implant's electrodes are correctly placed.

However, the benefits may make the procedure worthwhile. A multinational study of Activa found the therapy doubled the time patients were able to remain active each day from five to 11 hours, and that with the device, medication levels could be reduced without loss of symptom control.

The implant has a neurostimulator connected to a thin wire lead with four tiny electrodes near the tip. The neurostimulator, which contains a battery, is placed under the patient's skin near the collarbone.

Mild electrical stimulation is carried through the lead to the electrodes implanted deep in the brain. The level of stimulation can be adjusted externally, depending on individual need. The system can be turned on or off by the patient using a hand-held magnet.

The company claims Activa controls the major disabling symptoms of the disease both safely and reliably. These are stiffness of limbs and joints, slow movement or lack of it, tremor, and difficulty with co-ordination.
Medtronic. **Tel: 01923 212213.**

Toxoplasmosis focus

The latest leaflet from Pharmacy Healthcare focuses on toxoplasmosis, an infection which is picked up by mothers from contaminated food and cat faeces and passed on to their unborn babies.

The leaflet has been produced in association with the Toxoplasmosis Trust, which is launching its own nationwide awareness initiative this month entitled the Daisy Chain Campaign.
Pharmacy Healthcare Scheme.
Tel: 0171 735 9141.



Sore irritating candidal sweat rash can affect anyone but it takes a unique OTC combination of 1% hydrocortisone and clotrimazole to get rid of the cause – fast.

Canesten Hydrocortisone quickly and safely reduces the inflamed skin and soothes the itch.

It hit the spot for so many of your customers that over the past year, thanks to Canesten Hydrocortisone, the value of the skin irritation market grew by 11%*.

This year, we will again support the brand with national consumer advertising, POS and an educational support programme which will drive the growth of this new market.

Why miss this opportunity for a fast profit? Ring Ceuta Healthcare Customer Services on 01202 780558 for further information and support material.

Canesten® Hydrocortisone

Clotrimazole BP 1.0% Hydrocortisone Ph Eur. 1.0%

Gets rid of candidal sweat rash

You'll be **sore** if you don't **profit** from the sweat rash market.

Abridged Product Information for Canesten Hydrocortisone. **Presentation:** Canesten Hydrocortisone cream containing 1% clotrimazole and 1% hydrocortisone. **Uses:** Athlete's foot and candidal intertrigo where co-existing symptoms of inflammation require rapid relief. **Dosage and Administration:** Apply thinly and evenly to affected area twice daily and rub in gently. **Contra-indications:** Use on face, eyes, mouth or mucous membranes; broken or large areas of skin; cold sores or acne; for treatment periods longer than seven days; hypersensitivity to ingredients. Do not use in the following unless prescribed by doctor: children under 10 years, pregnancy and lactation; on ano-genital area; to treat ringworm or secondarily infected skin conditions. **Warnings:** Long-term continuous therapy to extensive areas of skin should be avoided. Avoid covering treated area with tight dressing. **Side-effects:** Local mild burning or irritation. Very rarely, patient may find irritation intolerable and stop treatment. Hypersensitivity reactions. **Legal Category:** P. **Package Quantity and Cost Price:** 15g tube, £4.49. **Product Licence Number:** PL 0010/0216. **Further Information Available From:** Bayer plc, Consumer Care Division, Bayer House, Strawberry Hill, Newbury, Berkshire, RG14 1JA. **Date of Preparation:** March 1997.
 *AC Nielsen Retail Audit defined market MAT Jan/Feb '98 vs Jan/Feb '97.

®REGISTERED TRADEMARK OF BAYER AG. BAYER AND  ARE TRADEMARKS OF BAYER AG

COUNTERpoints

Unichem optimises health for the over 50s

Unichem has launched a new multivitamin to cater for the health of the over 50s.

Optima 50 Plus has been formulated for older men and women who are especially prone to vitamin and mineral deficiency.

The product contains ginkgo biloba to help maintain blood circulation and ginseng to help vitality.

Retail price is \$3.99 (60 tablets). Trade price is \$16.78 for six units,

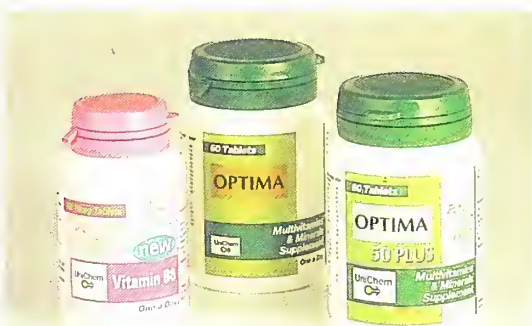
giving a profit on return of 30 per cent.

● Unichem has introduced a lower strength formulation 10mg vitamin B6 product to promote general wellbeing, especially for women during menstruation.

The product sits alongside Unichem's existing 50mg vitamin B6 supplement. B group vitamins are believed to affect the metabolic rate and assist the proper functioning of the

nervous system.

Retail price is \$1.49 (60 tablets). Trade price for six units is \$4.67



giving a profit on return of 48 per cent.

Unichem.
Tel: 0181 391 2323.

Hand gel to kill germs without water



Grafton International is introducing a new hand gel for killing germs without water.

Germ-X is a clear, lemon-scented gel which sanitizes the hands and does not need to be rinsed off.

Suitable for taking in the car and on outings, it is non-toxic, dermatologically-tested and dye-free.

The product comes in an easy-to-use pump action dispenser which retails at \$2.99 (237ml). A smaller squeeze action bottle retails at \$1.49 (59ml).

Grafton International.
Tel: 01543 480100.

Five minute message for Disprin Extra campaign

Reckitt & Colman Products is supporting Disprin Extra with a new TV and press advertising campaign.

The TV commercial

focuses on the message that the brand can start to work in just five minutes.

The advertising shows a man suffering from a

bad headache and fetching two Disprin Extra tablets from the bathroom cabinet to alleviate the pain.

The oppressive ticking of a clock can be heard in the background and as the tablets start to work, the ticking recedes and the pain starts to ease.

Press advertising in the national newspapers will start in June. The advertisement will be in the form of a series of puzzles and word searches. Readers will be encouraged to spend five minutes solving them.

Reckitt & Colman Products Ltd.
Tel: 01482 326151.



Seton Healthcare aims for a year round display on the counter

Seton Healthcare is launching a year-round multi-brand counter unit.

The unit features a new design to offer higher visibility for the company's range of holiday health care brands during the key summer period and its winter essentials during the autumn and winter.

For the summer season, the unit will display Wasp-Eze, Sea-Legs and Burn Eze, the Diocalm range and Resolve. It highlights a 'be prepared this

summer' message and has space to hold summer health advice leaflets which include a holiday checklist.

The unit will be merchandised with a winter livery and product selection by Seton Healthcare representatives in September.

It will then display Ralgex Gel, Virasorb, Merocets, Merocaine, Medised and Meltus until the end of February 1999.

Seton Healthcare Group.
Tel: 0161 652 2222.



Animation for Allergy Relief

Warner Lambert Consumer Healthcare is supporting its new Benadryl Allergy Relief (contains acrivastine) with a £2 million advertising campaign.

The animated commercials will be aired in all ITV regions and on Channels 4 and 5 for the main hay fever season in May and June.

The commercials show illustrations representing key allergy triggers.

Warner-Lambert Consumer Healthcare.
Tel: 01703 641400.

Naturally antiseptic skin wash

Tisserand Aromatherapy is launching a new freshening and naturally antiseptic skin wash.

Tea Tree and Grapefruit Skin Wash is suitable for both face and body. It is formulated with tea tree and grapefruit oil which, it is claimed, makes it particularly suitable for those prone to spots.

Presented in a handy pump action dispenser, it retails at \$5.95 (250ml).
Tisserand Aromatherapy.
Tel: 01273 325666.

The Advil Advantage

— with ADVIL Cold & Sinus you can generate sales all through the summer



- Because ADVIL Cold & Sinus is the answer to summer colds, nasal congestion and sinus pain, your sales continue all year round.
- There is no more POWERFUL formulation available without prescription – nothing is proven to work better.

"I don't need a cold in summer, I need ADVIL Cold and Sinus relief – fast"



Advanced Medicine for Cold & Sinus relief – all year round

Presentation: Coated brown, round tablet for oral administration containing 200 mg Ibuprofen and 30mg Pseudoephedrine Hydrochloride. Uses: For symptomatic relief in conditions where both the decongestant action of Pseudoephedrine Hydrochloride and the analgesic and/or anti-inflammatory action of Ibuprofen are required e.g. nasal and/or sinus congestion with headache, pain, fever and other symptoms of the common cold or influenza. Dosage: For all indications. Adults, the elderly and children over 12 years of age: 1 or 2 tablets every 4-6 hours to a maximum of 6 tablets in 24 hours. Not to be given to children under 12 years of age. Contra-Indications: Hypersensitivity to any of the ingredients. Patients suffering from heart disease, circulatory problems, kidney disease, peptic ulcers, hypertension, diabetes, phaeochromocytoma, or closed angle glaucoma. Patients with allergy to aspirin or other NSAIDs. Patients taking other painkillers or decongestants. Patients receiving tricyclic antidepressants. Patients currently receiving, or have within the last two weeks received, monoamine oxidase inhibitors. Interactions: Ibuprofen may interact with the actions of oral anticoagulants and diuretics. Pseudoephedrine may interact with the actions of other sympathomimetic drugs and the antibacterial agent furazolidone. The action of Pseudoephedrine may be reduced by guanethidine, reserpine or methyldopa and may be reduced or enhanced by tricyclic antidepressants. Pseudoephedrine may reduce the action of guanethidine and may increase the possibility of arrhythmias in patients taking digitalis, quinidine or tricyclic antidepressants. Precautions and Special Warnings: Advil Cold and Sinus Tablets should not be taken with other decongestants or analgesics. Patients suffering from asthma, hypertension, heart disease, diabetes, thyroid disease or prostatic hypertrophy should consult their doctor before using this product. Bronchospasm may be precipitated in patients suffering from asthma. Caution must be exercised in patients receiving oral anti-coagulants, diuretics or antihypertensives. Caution is also required in patients with renal, cardiac or hepatic impairment since renal function may deteriorate. Renal function should be monitored in such patients. Side effects: Insomnia, dizziness, excitability, anxiety, tremor, palpitations, dry mouth, nausea, dyspepsia, GI bleeding, loss of appetite, thirst, skin rash, hives, itching, chest pains. Less frequently difficulty in micturition, muscle weakness, hallucinations and thrombocytopenia. Use in Pregnancy and Lactation: There have been reports of foetal maldevelopment in animals following the use of Pseudoephedrine. Both Pseudoephedrine and, to a lesser degree, Ibuprofen pass into breast milk. The product should therefore not be used during pregnancy, or during lactation, except under the supervision of a doctor. Effect on ability to drive and use machines: None known. Incompatibilities: None. Overdose: Overdose may result in nervousness, dizziness and insomnia. Due to the rapid absorption of the two active ingredients from the GI tract, emetics and gastric lavage must be instituted within 4 hours of overdosage to be effective. Charcoal is effective only if given within one hour. Cardiac status should be monitored and the serum electrolytes measured. Pharmaceutical Precautions: No special precautions.

Legal Category: P Shelf Life: 3 years Package quantities: Blister Packs of 10 and 20 tablets. Price (RSP) £2.39 (10's), £3.79 (20's). Product Licence No: 0165/0109 Date of Preparation: July 1997.

Product Licence Holder: Whitehall Laboratories Ltd, Hindercombe Lane South, Taplow, Maidenhead, Berkshire, SL6 0PH

* Trade Mark



Neutrogena targets teenage skin

Johnson & Johnson is re-positioning its Neutrogena range for spot prone skin to target teenagers.

As part of this move, a new product – Skin Clearing Treatment – is being launched this month and Clear Pore Medicated Wash is being reintroduced into the range.

Skin Clearing Treatment is a daytime lotion which is designed

as a spot treatment which is not over-drying. It combines multivitamins, natural fruit extracts and salicylic acid.

The product is formulated to reduce the appearance of blemishes left from past breakouts and to prevent new spots from forming. It retails at \$4.49 (50ml).

Clear Pore Medicated Wash, which has been

unavailable in the UK since 1996, has been reintroduced with a new formulation. It now contains 0.5 per cent salicylic acid instead of 2 per cent to avoid drying the skin.

The product is an oil-free, soap-free wash formulated to clear blocked pores. It retails at \$3.99 (150ml).

The range also includes Clear Pore Treatment, Clear Pore Facial Bar, Spot Control Moisturiser and Invisible Treatment Stick.

It is being supported with a \$1.3 million TV and press advertising campaign targeted at teenagers.

In-store support for independent pharmacies includes a special display unit and a 'Try me free' offer.

Johnson & Johnson Ltd.
Tel: 01628 822222.



Younger appeal for Soft & Gentle



Colgate-Palmolive has repackaged its Soft & Gentle antiperspirant deodorant.

The woman's silhouette featured on the front of the aerosols and roll-ons now has a younger image to give the brand a more contemporary feel.

The new look is designed to appeal to the brand's target market of 16-24-year-old females.

The changes are part of a £4 million support package for Soft & Gentle this year.

Colgate-Palmolive (UK).
Tel: 01483 302222.

Lypsyl goes down the tube to boost sales

Novartis Consumer Health has designed a summer sales promotion to encourage impulse purchases of its Lypsyl lipsalve range.

A giant Lypsyl tube holds a total of 144 lipsalves in one unit. It comprises 84 original, 30 strawberry, ten mint, ten cherry and ten lemon flavours.

Available from July, the promotion will be exclusive to pharmacies.

Novartis Consumer Health.
Tel: 01403 323933.



P&G to launch sexy scent for men

Procter & Gamble will be launching a new men's fragrance in its Hugo Boss range in September.

Called Boss, the new fragrance will be targeted at ABC1 men aged 26-40. It is a sensual fragrance which is a mixture of sweet and woody notes.

The range comprises two sizes of EDT natural spray, two sizes of aftershave, aftershave balm, shower gel, deodorant spray and deodorant stick. Prices range from £16 to £36.

Packaging is in a minimalistic bottle, and the Hugo Boss logo is magnified through it.

The launch will be supported by a stylish TV advertising campaign based around 'Ritual Dressing'.

Procter & Gamble (Health, Beauty & Cosmetics) Ltd.
Tel: 01932 896000.



New men's line radiates with the sun king

Selective Brands will be launching a new men's fragrance from Les Parfums Salvador Dali on June 1.

Le Roy Soleil Homme is an aromatic wooded floral fragrance with a cyprus base.

The range comprises two sizes of edt spray, an EDT miniature and an aftershave spray. Retail prices range from \$7.95 (7.5ml miniature) to \$33.00 (100ml EDT).

The fragrance is presented in a square shaped bottle with a sun motif on either side in sanded glass. The motif represents the face that Salvador Dali saw in Louis XIV, 'The Sun King'.

Packaging is in a midnight blue box featuring a gold sun and the artist's signature.

A bath line will be added to the range on July 1. These products will include aftershave balm, shower gel, deodorant spray and deodorant stick.

Selective Brands.
Tel: 01444 459528.



Eye opening mascaras from Miners

Miners International has launched two new mascaras in its cosmetics range.

Cry Baby Waterproof Mascara is formulated to be smudge-resistant and fast drying. It comes in four colours: black, brown black, blue and white. Packaging is in a bright pink bottle with a black and gold cap.

Super Lash Mascara

contains extra fibres to add length and thickness. Available in black, brown black, turquoise and white, it comes with a chunky spiral brush to give maximum coverage. Packaging is in a lime green bottle with a gold and black cap.

Both mascaras retail at \$2.49.

Paul Murray plc.
Tel: 01703 268444.

Insignia scores goals with computer game promotion

Dana has teamed up with Anco, publisher of a new Playstation football game, 'Kick-off World', to promote its Insignia male toiletries brand.

Insignia has become a 'virtual sponsor' of the

game and Insignia hoardings and billboards can be seen in the stadium of the computer game as players battle it out for supremacy of the league.

The promotion is

aimed at 11-19-year-old males who enjoy football and computer games. 'Kick-off World' will be released on June 5.

Dana UK Ltd.
Tel: 0181 607 6500.

Sweet Talk No. 4

Hermesetas, the sweetener experts and No. 1 brand in the table top sweetener market, are continuing their successful loyalty club throughout 1998

Last year witnessed the highly successful launch by Hermesetas of an exciting and innovative consumer-based loyalty initiative – The Hermesetas Plus Club.

In a climate of ever-increasing consumer expectations, Hermesetas is continuously striving to find ways in which to reward its loyal and valued customers, while actively encouraging new users.

After in-depth consumer research, Hermesetas developed the Plus Club.

HERMESETAS *Plus* CLUB

As a consumer-focused initiative, the Hermesetas Plus Club offers consumers the opportunity to obtain a little extra from their sweetener.

Membership to the Hermesetas Plus Club is free, consumers are only required to send in two proofs of

purchase, which can be obtained from any products in the Hermesetas range.

Members receive their own personalised membership number and a stunning set of collectable lifestyle cards, which contain delicious recipes, celebrity interviews, a fact file and much, much more.

In addition, members are automatically entered into a monthly draw to win a luxury



Fortnum & Mason hamper worth over £100.

There are three packs planned for 1998, and to receive these members are required to send in additional proofs of purchase.

Jar product. It is ideal for use in cooking and baking, and can be used spoon for spoon like sugar.

Ad campaign

The Hermesetas lifestyle advertising campaign continues with a strong presence in a selected number of women's and general interest titles. This is also supported in 1998 for the first time by a cinema campaign featuring two commercials.

PR activities for '98

The Hermesetas Plus Club is supported by a heavyweight PR programme throughout the year, ensuring that Hermesetas is given a high media profile.

Other high-profile activities for the brand will include exhibiting for the third year running at The BBC Good Food Show in



The Hermesetas Gold Granulated refill bag



Hermesetas cinema commercial

The next issue will be available in June and will be the ideal holiday companion, filled with ideas and helpful hints on how to get the most out of summer.

Members will also receive exclusive promotional offers and incentives.

New product launch

In addition, Hermesetas is also launching a new product – Hermesetas Gold Granulated refill bag, to accompany the ever-popular

November, as well as appearing at a number of exhibitions around the country organised by the British Diabetic Association.

Such consumer-related activities will help secure Hermesetas' position as the No. 1 sweetener brand.

More information on Hermesetas and the sweetener market coming soon in Sweet Talk No. 5.

This advertisement feature has been prepared by Hermesetas.

Cow & Gate launches ready-to-feed baby milks

Cow & Gate is launching ready-to-feed varieties of its Premium, Plus and

Step Up milks. Available from June 15, the ready-made milks

will come in 200ml tetra packs (rsp \$0.49).

Premium and Plus are suitable for babies from birth, while Step Up is a follow-on formula suitable for infants from six months to two years old.

The launch will be supported by a \$300,000 campaign including press advertising and the Cow & Gate direct marketing programme, 'In Touch', which is being relaunched this month.

It will also be backed by underlid leaflets on Cow & Gate infant milk formula products throughout the year and

at point of sale in pharmacy.

The ready-to-feed infant milks market grew by 26 per cent during 1996-97 (Nielsen). The growth is largely driven by increased combination feeding as mothers return to work during their baby's first year of life.

● Cow & Gate will be adding Crushed Fruit Baby Juice to its baby drinks range at the beginning of July.

The new drink is a pure fruit concentrate with the appearance of freshly squeezed juice.

It will be available in two flavours – Apple &

Orange and Apple & Apricot. Suitable for babies from four months, the drink will come in a 350ml carton (rsp \$1.09).

● The company is spending \$1 million on a new advertising campaign for its Olvarit baby meals.

The campaign will include a new TV commercial which will have its first burst in July. Featuring soft, black and white imagery, the commercial focuses on the emotional bond between mother and child.

Cow & Gate Ltd.
Tel: 01225 768381.

Chance encounter

Elida Fabergé is supporting its Impulse body spray with a new TV campaign. Entitled 'Chance Encounter', it is part of a £6.5 million media spend in 1998.

Elida Fabergé.
Tel: 0181 481 6000.

Durex demonstrator

LRC Products has improved its condom demonstrator to help health care professionals get the 'safer sex' message across. The new anatomically shaped demonstrator is designed to provide a more realistic donning tool to show how condoms should be used. It is available from:

LRC Products.
Tel: 01992 451111.

Jiffi distributor

Lamberts (Dalston) is the new distributor for Jiffi condoms in the UK and Eire. Jiffi variants include Silhouette, Gold, Cocktail, Flavours and Classic.

Lamberts (Dalston) Ltd.

Tel: 01865 717300.

Battery launch

Energizer UK will be introducing Eveready Ultra-Plus batteries from June 1. The launch will be supported by eye-catching 100th anniversary PoS materials including posters.

Energizer UK.
Tel: 0181 882 8661.

Colgate-Palmolive toothbrush launched in 'Sea of Red' livery

Colgate-Palmolive is launching a new toothbrush and a new packaging initiative for its toothbrush range.

The new Colgate Twister toothbrush replaces the Colgate Diamond head brush.

It incorporates the diamond shaped head which makes it easier for the user to clean difficult-to-reach back teeth.

The twisted bristles concentrated at the brush tip are designed to gently scrub away plaque from the tooth surface.

Retailing at \$1.59, it is the first Colgate brush to appear in the 'Sea of Red' livery which will be rolled out across the range throughout this year.

The new look incorporates wide, bright red blister packs which are designed to make it



easier for the consumer to spot the type of brush required.

The red concept has been designed to create a block of colour to draw the consumer's attention to the fixture.

Colgate-Palmolive (UK).
Tel: 01483 302222.

Cashback offer with Kodak photos

Kodak is driving profit opportunities for Kodak Photo Service dealers with a \$1 cashback offer on second set orders from May 27 to June 30.

Consumers who order second sets during the promotional period will receive a voucher with their returned prints. The closing date for applications is July 30.

An eye-catching poster is available to support the promotion in-store.

● Kodak will be supporting its Kodak Advantix, Kodak Gold Ultra film and Kodak Photo Service Plus with TV advertising this summer as part of a \$3.5 million campaign.
Kodak Ltd.
Tel: 01442 844113.

Twin Lady is a smooth operator

Biro Bic is launching a new twin-bladed razor for women.

Bic Twin Lady will replace Bic Twin Pastel. The razors feature two blades coated with Teflon to reduce friction.

The slim razor head and

long handle are designed for good control and ease of shaving, even in difficult to reach areas.

The razors come in pouches of five (rsp £1.49) and ten (rsp £2.65).

Biro Bic Ltd.
Tel: 0181 965 4060.

ON TV NEXT WEEK

Bazuka: B, G, Y, TT, Sat

Benadryl Allergy Relief: All areas

Canderel: All areas except B, CTV, LWT, TT, TSW

Daktarin: All areas except HTV, CTV, CAR, TT, C4, GMTV, TSW

Disprin Extra: All areas except B, HTV, LWT, CAR, TT, C4, GMTV, TSW

Imodium Plus: All areas

Kodak Advantix: All areas

Listerine: GTV, STV, G, A, M, ITV

Milupa Babyfoods: C4, Sat

Pharmaton capsules: C

Piriton: Y, C, A, CAR, TT

Rhinolast Hayfever: LWT, C4, GMTV, Sat, C5

Slim Fast: All areas

Wella Experience: Sat

Wella Shock Waves: Sat

Wilkinson Sword, Protector 3D: All areas except CTV, W, CAR, GMTV, TSW

A Anglia, **B** Border, **C** Central, **C4** Channel 4, **C5** Channel 5, **CAR** Carlton, **CTV** Channel Islands, **G** Granada, **GMTV** Breakfast Television, **GTV** Grampian, **HTV** Wales & West, **LWT** London Weekend, **M** Meridian, **Sat** Satellite, **STV** Scotland (central), **TSW** TV South West, **TT** Tyne Tees, **U** Ulster, **W** Westcountry, **Y** Yorkshire

Doggy dilemmas

I am writing to you from the Pet Health Council regarding the recent article 'Turning the worm' (*C&D* March 28, p18), concerning possible infection due to dog faeces.

We may be able to help your readers with any questions about *Toxocara*. The Pet Health Council was formed in 1979 with the specific aim of promoting the health and welfare of pet animals in the interest of both pet and human health.

One of our key activities is to encourage responsible pet ownership. Dog fouling of public places is a nuisance and worry to the public, and the PHC works closely with the Good Dog Campaign which last year co-hosted a series of seminars with the National Dog Warden Association, to educate the public on issues such as fouling and scooping.

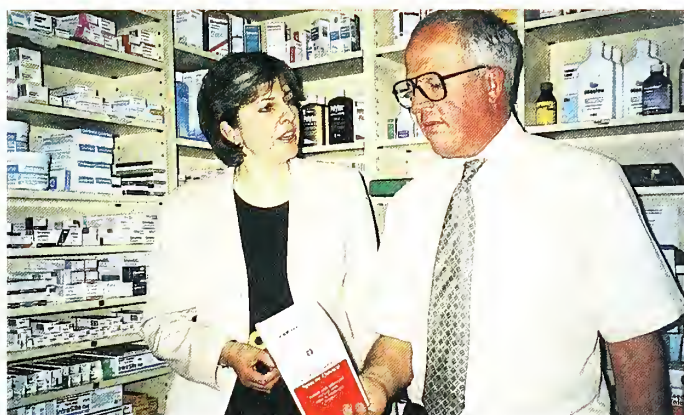
Worming is effective in preventing *Toxocara Canis* in dogs, and dog owners are increasingly receptive to the educational messages put out by the PHC and other organisations. It is encouraging to see that many more dog owners are undertaking regular worming as well as poop-scooping.

To build on this success, the PHC continues to produce a range of free leaflets, promoting responsible pet ownership, for the public. The range includes 'Worming Your Dog' and 'Practical Steps for Healthy Pets'.

If any of your readers would like advice or free information leaflets, or have any other pet health queries, they should write, enclosing a large SAE to: PHC, Thistledome, 49 Main Street, Sewstern, Grantham, Lincs NG33 5RF

Susan Mather

Pet Health Council



Theresa May, the Conservative MP for Maidenhead, Berks, visited Graham Brunsden's pharmacy in Cookham Rise last week. Among the topics discussed were the abolition of resale price maintenance and its possible effect on the free services provided by village pharmacies, said Mr Brunsden (pictured right with the MP)

Price hike mystery

I was faced with the same dilemma as *Xrayser* (*C&D* May 9), and on April 14, I telephoned Norton Healthcare for an explanation of the sudden hike in the price of its sodium bicarbonate 500mg capsules and of how I was meant to dispense 360 at a cost of £99 to be reimbursed at the rate of £7.92.

The customer care person was keen to get the information, and offered the services of the company's local representative to 'sort it

out'. As it was agreed that he would not know why the price had increased so dramatically, it was felt a better solution would be a telephone call from someone in the financial side of the company.

Needless to say, I did not receive that offered call, but was prompted to telephone again on April 28, when I received the May edition of the Drug Tariff to find that the new price was £19.25 – I was only to lose £61.38 in future.

I spoke again to customer services and then to someone very unsympathetic, who explained that a new computer system had identified the line's production costs and the consequent financial loss.

The following day I telephoned Pam Davison at the National Prescription Research Centre who put the other side of the story to me.

In fact, the prices in both the April and May editions of the Tariff were incorrect because of the book's press dates. We were reimbursed at £19.25 for April prescriptions and at £29.34 for May. The underpricing for April was due to AAH's residual stock, which was taken into account in setting the basket price.

J M Ellis

Birkenhead



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HealthAid

THE PROFESSIONAL CHOICE

The £135 million home hair colorant category is the most dynamic sector of the entire hair care market, growing by 18 per cent in value year-on-year. Sarah Thackray reports on the opportunities for pharmacy sales

Colour to dye for

The return to a more glamorous look on the catwalks – with an increased emphasis on colour – is helping to boost sales of home hair colorants.

Manufacturers have been quick to capitalise on the link with fashion, positioning wash-out colorants as a fashion accessory to be used in much the same way as a cosmetic.

Temporary colorants, still the smallest sector at 8 per cent of the total colorant market, are enjoying renewed growth, especially among teenagers.

Hair cosmetics

Wash-out hair 'cosmetics', like the new hair colour mascaras, have particular appeal to youngsters who enjoy experimenting with colour but are looking for a short-term fashion solution to hair colouring.

However, as a recent Mintel report suggests, the emergence of hair mascaras within the colour cosmetics market may encourage consumers to make the transition into hair colorants through trial and experimentation without risk.

Mintel also points out that the 10-14-year-old population will increase in number by the year 2001, presenting opportunities to target a new group of consumers who will previously not have used a hair colorant.

New temporary colorants aimed at the young teenage market range from hair mascaras to fun colour sprays and paints.

Football fans of both sexes have become enthusiastic users of wash out hair colour – using bright colours to paint their hair in team colours for a match.

Colour without commitment is the key to the Inecto Hint of Tint range which is being expanded with three new products this summer – subtle colour wax, colour spray and colour paint in bright shades like purple, orange or green.

"In the past, the younger teenage market has not generally been an area which pharmacies have catered for," comments Suzy Wynbergen, marketing manager for Hint of a Tint at Key-line Brands.



Cindy Crawford models Revlon's Colourstay hair colour

"But, if a pharmacy can find a niche for fun colorants with young appeal, it can attract these users into the shop, and today's younger teenager is the semi-permanent and permanent user of the future," she says.

Grey solution

Permanent colorants still take the biggest slice of the total colorant market, accounting for an estimated half of sterling sales in 1997.

Mintel reports that the cate-

gory has been buoyed up as a result of the increasing numbers of women seeking a solution to greying hair, as well as committed customer loyal over a number of years.

New product development has fuelled growth, with greater emphasis on products which give a natural result and do not fade with repeated hair washing.

The newer tone-on-tone colorants have seen a significant boost and this market is now worth over \$25 million – the sec-

ond largest category behind permanents. This sector is predicted to grow significantly over the coming months.

Advanced technology is driving this growth and the most successful new products are those that leave the hair shinier, healthier and in better condition.

Traditionally, only permanent colorants have been able to lighten the hair. However, the latest addition to L'Oréal's Casting tone-on-tone range – Casting Blonde – has made it possible to

Top colorant brands

- 1 Clairol Nice 'n' Easy
- 2 Recital Preference
- 3 Excellence
- 4 Garnier Belle Color
- 5 Clairol Loving Care
- 6 Casting
- 7 Movida
- 8 Clairol Lasting Color
- 9 Clairol Hydrience

Source: IRI 52 weeks ending February 22, 1998

lighten naturally light brown to blonde hair by up to one and a half shades with a tone-on-tone colorant.

Mintel reports that tone-on-tone colorants like L'Oréal Casting have continued to take share from semi-permanents which have suffered from lack of product innovation in the past few years.

According to Mintel's research, women aged 35-54 represent a key target group for the marketing of hair colouring products aimed at covering grey, and this age group is predicted to increase in numbers within the next few years.

"This will provide manufacturers with extra opportunities to develop products suitable for women who are concerned with maintaining their natural colour but are somewhat nervous about using a product which produces a permanent colour change," says Mintel.

Fear and confusion

Despite the growth of home hair colouring, 1997 TGI information shows that less than a third of women use a hair colorant and only 5.7 per cent claim to be heavy users. This research also highlights a number of reasons why some women are reluctant to try colorants.

Top of the list of concerns are worries that the product might go wrong (cited by approximately one fifth of respondents) and uncertainty about the colour result on the hair.

Another is the perception that they are messy and difficult to apply. However, latest technology has helped improve the delivery systems, making the colouring process less of a chore and more an enjoyable part of a beauty routine.

Bristol-Myers, which leads the colorant market with its top selling Clairol Nice 'n' Easy brand, uses a shelf education system called 'The Colour Choice System' to overcome consumer confusion and frustration.

Charlie Hamlin, associate education manager for Clairol, explains: "The system is designed to enable consumers to easily select the product which is most appropriate for their needs.

"By dividing the products into 'levels' according to how long they last, the system provides an easy initial reference point that leads customers logically through the options available. The public is already familiar with level systems in such categories as wine, fruit and sun creams."

She believes one of the most important rules in hair colour merchandising is to use clear communication and avoid technical jargon that consumers do not understand. "Longevity is related to the number of washes, not weeks, and terms such as 'semi-permanent' or 'tone-on-tone' are avoided. Consumers simply want to know how long the colour will stay on their hair.

"It is vital for manufacturers and stockists alike to use the limited attention span customers have at a fixture to ensure product selection via simple and effective merchandising and communication," she says.

Over 40 per cent of women in the UK who expressed an interest in home colouring have turned away from the colorant shelves, confused by the category and afraid to make the wrong choice according to a recent survey by Alberto-Culver.

Julian Nichols, group product manager at the company, explains: "Our research shows that although consumers clearly understand what a temporary or permanent colour will do, they don't understand how long semi permanent or tone-on-tone products will last."

Alberto-Culver has attempted to address these problems with the introduction of its VO5 Select Colour range this spring. This is the first branded home hair colorant available in three levels of commitment, each named by the number of washes it lasts for – Select 8 (up to eight washes), Select 24 (up to 24 washes) and Select P (permanent). The same shades are available in each of the three levels.

Mr Nichols explains: "The aim of this three-stage system is to dispel confusion and enable consumers to confidently choose different levels of commitment from the same brand. It also provides flexibility for users to move across the same range to longer-lasting, greater grey-covering options as their needs change."

Pharmacy service

Mr Nichols pinpoints the intimate environment in most pharmacies as a critical factor in developing sales of colorants. He says: "If pharmacy staff see someone faltering by the colour fixture, it's worth approaching them and offering to help with product selection.

"People go to hairdressing

salons for colour because the staff spend time with them and know what they are doing with colorants. A member of the pharmacy staff who is informed about hair colorants and approaches customers in a non-threatening way can provide much of the service offered in salons."

"Independent pharmacies are ideally placed to capitalise on the growth in home hair colorants," agrees Charlie Hamlin at Bristol-Myers. "Pharmacies offer the ideal environment for hair colour shoppers to browse, and they have the flexibility and control to change their colour fixture to simplify product selection as well as to maximise product offering," she believes.

The initial decision to purchase a hair colour is made before entering the store. However, without point-of-purchase education, consumers find hair colouring selection complicated and time-consuming.

As a result, nearly 50 per cent of potential new users walk away from the fixture without making a purchase. This shows a clear opportunity for pharmacies to significantly increase sales.

A recent Mintel report criticised independent pharmacies for failing to recognise the opportunities that exist for providing advice and guidance on colorants. "Many independents are reluctant to take a risk in stocking a full range of colours for each of the brands, although in doing so, they are failing to provide customers with a satisfactory service," says Mintel.

If customers do have a bad experience with a home colorant, they may be 'scared off' in the future and will be more likely to dig deeper into their purse to pay for colouring at the local hairdressing salon.

If their first experience with colour is a positive one, a user is more likely to return to the pharmacy for a repeat purchase and may eventually progress to a more permanent home colouring regime with the long-term purchasing commitment that it involves.

What's new

Blonde boost

L'Oréal's new Casting Blonde is an ammonia-free tone-on-tone colorant formulated to lighten naturally light brown to blonde hair by up to one and a half shades.

The product is applied directly to the hair like a shampoo and the development time can be adjusted for the preferred blonding effect – 15 minutes for a gentle blonde colour and up to 30 minutes for a more intense colour. L'Oréal says the colour

will last for at least six weeks.

Casting Blonde (rsp \$4.99) is available in three shades – Champagne (light ash blonde), Vanilla (natural blonde) and Sunkiss (golden blonde). The formulation contains multi-vitamins, pro-vitamin B5 and a vitamin E derivative to leave the hair looking healthy and shiny.

L'Oréal.

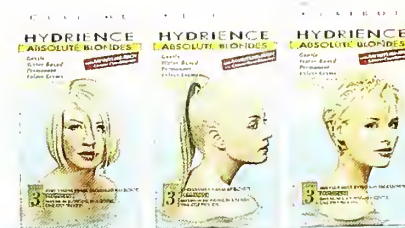
Tel: 0171 937 5454

Paradise found

Clairol is launching two new colour collections in its Hydrience water-based permanent creme colorant range.

The Absolute Blondes Collection is formulated to provide extra-lift blonding in a one-step process. It comprises three shades – Palest Pearl (extra light ash blonde); Oasis (extra light blonde) and Sea Mist (extra light beige blonde).

The Paradise Collection includes four bold red and red-toned brown shades – St Tropez



Red (medium red); Island Spice (medium mahogany red/brown); Coral Reef (medium auburn) and Hibiscus (dark red).

All the Hydrience shades (rsp \$5.99) now include a new Moisture Rich Creme Conditioner to add shine to the hair.

Bristol-Myers Co Ltd.

Tel: 01895 628000.

Cheers Wella!

This month sees the introduction of three 'intoxicating' new shades in Wella's Viva permanent colorant range – Sauvignon (soft velvet brown), Brandy (rich red brown) and Whisky (light golden blonde). Retail price is \$5.49.

Wella Great Britain.

Tel: 01256 320202.

Country campaign

Schwarzkopf & Henkel Cosmetics is investing \$3.4 million in an advertising and PR launch campaign for the launch of its Country Colors tone-on-tone colorant in the UK and Republic of Ireland. The campaign is designed to drive maximum exposure for the brand as quickly as possible.

The products are formulated with beeswax and wheat protein to condition, nourish and strengthen the hair. The range is available in 14 shades which are

Continued on P20

Tom Benson, Teacher's Pet



The only everyday thing about Losec *small* is the / people who take it

Now licensed
for use in children
with severe ulcerating
reflux oesophagitis†



LOSEC®

(omeprazole-Astra)

Outstanding acid suppression.
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†Treatment should be initiated by a hospital based paediatrician.

LOSEC® CAPSULES PRESCRIBING INFORMATION (refer to full data sheet before prescribing) **PRESENTATION:** Losec Capsules containing 10mg, 20mg or 40mg omeprazole (O). **USES:** Oesophageal reflux disease (ORD). Duodenal and benign gastric ulcers (DU & GU). Relief of acid-related dyspeptic symptoms (e.g. heartburn, epigastric pain). NSAID ulcer prophylaxis in patients with history of gastroduodenal lesions. *Helicobacter pylori* eradication: in combination treatment with antibiotics. Acid aspiration prophylaxis. Zollinger-Ellison syndrome. **DOSAGE & ADMINISTRATION:** Adults (including the elderly): **Healing:** 20mg daily for 4 weeks in ORD and DU. In ORD, continue 20mg for further 4-8 weeks if required. In benign GU 20mg daily for 8 weeks. In severe or refractory cases 40mg daily. **Maintenance:** In ORD, recurrent DU and NSAID ulcer prophylaxis 20mg daily should be used. In acid reflux and DU relapse prevention, 10mg to 20mg daily as appropriate. **Acid related dyspepsia:** 10mg or 20mg daily for 2-4 weeks. Investigate patients who do not respond after 4 weeks or those who relapse shortly afterwards. **Helicobacter pylori eradication: DU and/or GU disease:** Losec 40mg daily and antibiotics in dual therapy for 2 weeks or triple therapy for 1 week as follows: OA: amoxycillin 750mg to 1g bd. OC (for DU only): clarithromycin 500mg tds. OAM: amoxycillin 500mg tds, metronidazole 400mg tds. OCM: clarithromycin 250mg bd, metronidazole 400mg (or tinidazole 500mg) bd. OAC: amoxycillin 1g bd, clarithromycin 500mg bd. **Acid aspiration prophylaxis:** 40mg on evening before surgery followed by 40mg 2-6 hours before surgery. **Zollinger-Ellison Syndrome:** 60mg daily. Adjust within range 20-120mg daily. If in excess of 80mg daily give in 2 divided doses. **Renal Impairment:** No dose adjustment needed. **Hepatic impairment:** Maximum daily dose 20mg. **Children over 2 years with severe ulcerating reflux oesophagitis:** Within the dose range of 0.7-1.4mg/kg daily, up to 40mg/day for 4-12 weeks. Paediatrician should initiate treatment. **CONTRA-INDICATIONS, WARNINGS, etc:** Known hypersensitivity to omeprazole. In gastric ulcer, exclude malignancy before starting therapy. Avoid in pregnancy unless no safer alternative. Discontinue breast feeding if Losec is considered essential. **Side effects:** Generally mild and reversible: include diarrhoea, headaches, skin disorders. In isolated cases, angioedema, musculoskeletal disorders, fatigue, insomnia, dizziness, blurred vision, dry mouth, vertigo, paraesthesia, anaphylaxis, liver enzyme and haematological changes. **Interactions:** Ketoconazole absorption may be reduced. Losec can delay the elimination of diazepam, phenytoin and warfarin. Plasma concentrations of omeprazole and clarithromycin are increased when used concomitantly. Simultaneous treatment with digoxin may increase digoxin bioavailability. **LEGAL CATEGORY:** POM. **PACKAGE QUANTITIES:** 10mg: blisters of; 7* capsules, £4.99. blisters of; 28 capsules, £19.95. 20mg: blisters of; 7* capsules, £7.53. blisters of; 28 capsules, £30.13. 40mg: blisters of; 7* capsules, £15.06. blisters of; 7 capsules, £15.06. (*Hospital pack). **MARKETING AUTHORISATION NOS:** PL 0017/0337 - Losec Capsules 10mg. PL 0017/0238 - Losec Capsules 20mg. PL 0017/0320 - Losec Capsules 40mg. For further information contact the **MARKETING AUTHORISATION HOLDER:** Astra Pharmaceuticals Ltd, Home Park, Kings Langley, Herts WD4 8DH. Tel: (01923) 266191. LOSEC® is a registered trademark of Astra Pharmaceuticals Ltd. Date of preparation: April 1998.

LOS ADV 3190





◀ Continued from P17

'inspired by the rich hues of the countryside' – from honey, chestnut and burgundy to copper and mahogany. Schwarzkopf & Henkel Cosmetics say these colorants will cover up to 50 per cent of grey hair.

Schwarzkopf & Henkel Cosmetics.
Tel: 01296 314000.

● Crystal clear

Alberto-Culver's new VO5 Select Colour is the first health and beauty product to be awarded the Crystal Mark by the Plain English Campaign for its simple usage instructions.

The launch of this three-level colorant range is currently being supported by a \$4.4 million advertising and promotional campaign. A handy colour reference leaflet has been produced for pharmacy staff to keep behind the counter.

Alberto-Culver Company (UK) Ltd.
Tel: 01256 705000.

● It's a stick-up

Irene Gari's Cosmetic Solutions Cover your Gray stick is a new product which is designed to blend out stray grey hairs. Formulated to wash out, the colour stick is stroked onto individual

hairs and can be used to blend in roots so that the user can leave more time between hair colourings.

The stick comes in six shades – light brown/blonde, medium, brown, dark brown, black, auburn and mahogany (rsp \$4.95).

Ultra Glow Cosmetics Ltd.
Tel: 01206 862762.

● Teen trio

Keyline Brands is launching three new temporary colour products in its Inecto Hint of a Tint range. Targeted at the teenage market, the range will be supported by eye-catching press advertising in teenage magazines during the summer.

Hair Colour Spray is designed to create instant colour highlights or add striking streaks to the hair. It comes in six colours – Blue Lagoon, Gold Fever, Electric Pink, Lilac Lustre, Copper Fizz and Limelight (rsp \$2.99, 75ml).

For more subtle colour with a sleek, glossy look, Hair Colour Wax is available in six shades – Black, Burgundy, Gold, Blue, Copper and Sheer Gloss. Pre-

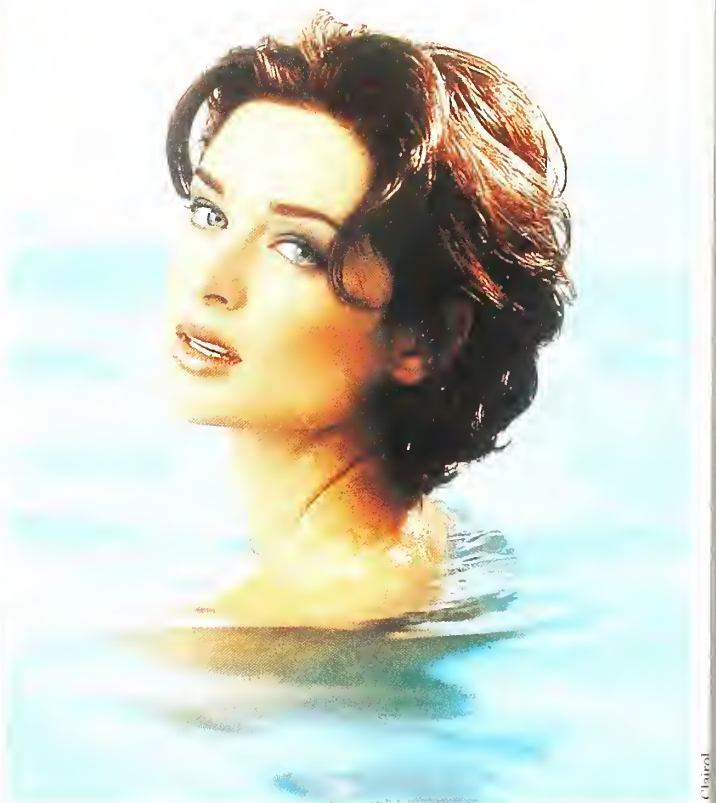


sented in 30g 'shoe polish style' tins, it retails at \$3.99.

New from June will be Hair Colour Paint which will come in four wild colours – Scarlet Fever, Purple Blast, Tangerine Dream and Sonic Green. Suitable for creating solid bands of colour or more subtle strands, the product will retail at \$3.99 for 25g.

Keyline Brands Ltd.
Tel: 0181 893 53333

Shining examples



The trend for hair health and shine from shampoos and conditioners is now spilling over into styling products

One are the days when a shampoo just cleaned your hair – the success of today's shampoo market is down to the fact that consumers are trading up to the new generation of premium, added value brands.

The value of the \$286 million shampoo market outstripped volume last year, growing by 8.8 per cent. Beauty shampoos dominate the market with 80.1 per cent of sales, and medicated shampoos have 19.9 per cent. Meanwhile, 2 in 1's share declined from 30.8 per cent to 25.9 per cent last year (IRI Infoscan).

According to the new Elida Fabergé Personal Care Fact File 1998, the \$149 million conditioner market showed stronger value growth than shampoos last year. The value of conditioners grew by 12.4 per cent (with volume growth of 7 per cent) as con-

sumers moved away from 2 in 1s and into the strongly supported new conditioning brands.

Regular rinse-out conditioners dominate this market with over two-thirds of sales. The growth of intensive conditioners slowed in both the leave-in and rinse-out categories last year.

As in the shampoo sector, Procter & Gamble leads the market with Pantene Pro-V but L'Oréal gained significant ground last year, with the launch of Elvive, which grew to a 10 per cent share for 1997.

A switch to innovative, premium-priced brands has also fuelled growth in the \$104 million styling aids market which grew by 6.6 per cent last year.

Styling is a fragmented market in terms of product format. Mousse is by far the largest category, accounting for 44.3 per cent of sales, followed by gels (26.7 per cent), gel sprays (10.9 per cent) and waxes (6.6 per cent).

Healthy outlook

Major investment by the multinationals in promoting the concept of hair health within the shampoos and conditioners market has raised consumers' expecta-



Top shampoo brands

- 1 Pantene Pro-V
- 2 Head & Shoulders
- 3 Organics
- 4 Elvive
- 5 Wash & Go
- 6 Timotei
- 7 Wella Experience
- 8 Neutrogena
- 9 Clairol Herbal Essences

Top conditioner brands

- 1 Pantene Pro-V
- 2 Elvive
- 3 Organics
- 4 Wella Experience
- 5 Salon Selectives
- 6 Clairol Herbal Essences
- 7 Alberto VO5 Plus
- 8 Aussie
- 9 Alberto VO5 Hot Oil Treatment

Top hairspray brands

- 1 Pantene Pro-V
- 2 Elnett
- 3 Silvikrin
- 4 Harmony
- 5 Salon Selectives
- 6 Alberto VO5
- 7 Bristows
- 8 Sunsilk
- 9 Supersoft

Top styling aid brands

- 1 Shockwaves gel
- 2 Freestyle mousse
- 3 Alberto VO5 styling spray
- 4 Brylcreem red cream
- 5 Studio Line gel
- 6 Shockwaves styling spray
- 7 Pantene Pro-V mousse
- 8 Shockwaves mousse
- 9 Salon Selectives mousse

Source: IRI Infoscan 52 weeks ending February 22, 1998

tions of styling products according to a new Mintel report.

As a result, added performance benefits such as ingredients to strengthen and protect the hair and promote shine are gaining in importance among the leading styling brands.

The brand extension of shampoos and conditioners into styling products by brands such as Pantene, Organics and Herbal Balance (to be launched in June), is helping to place greater emphasis on hair health as a way of adding value.

Value sales of hairsprays also showed a 6.6 per cent uplift last year as consumers switched to premium, advertised brands offering new technology (Elida Fabergé Personal Care Fact File 1998).

Brand shares of products like Pantene and Salon Selectives were at the expense of the traditional brands, with Elnett, the former market leader, dropping into second place behind Pantene.

Verity Mann, category manager for hair care at Elida Fabergé,

comments: "Traditionally, the hairspray market attracted older consumers and it was declining as older people dropped out of the market.

"However, it has been kick started by big hair on the catwalk creating a demand for firmer hairspray to hold styles in place. New technology in hairsprays and styling aids has changed the performance of these products."

Men put on style

Increased male usage of gels and waxes has been largely responsible for recent sales growth in styling aids according to Mintel. An increasing number of styling ranges are now being targeted specifically at men (ie Alberto VO5 Gel range and the new Nicky Clarke Men).

Nigel Dean, managing director of Kasmare Ltd which markets the Nicky Clarke range, says: "There has been an identifiable shift in men's attitudes to grooming. Men are spending more time in the bathroom and, perhaps more importantly, they are increasingly buying their own brands rather than using wives or girlfriends' products."

He says the new Nicky Clarke Men range is not simply a collection of 're-badged female products' but has been specially created to meet male hair care needs.

Verity Mann at Elida Fabergé is confident that there is a particular opportunity for sales of styling aids and hairspray to grow in the pharmacy sector. She comments: "Shampoo is considered an everyday commodity item and pharmacies have predominantly lost sales of these products (like toothpaste and bar soap) to grocers where bigger family sizes are popular.

"A styling aid is more of a self-purchase product and people are interested in browsing in a pharmacy. We are beginning to move away from price wars, and pharmacies can compete with grocers on the price of leading brands if they take advantage of the promotional activity offered by manufacturers."

Heads and tails

• Men only

Kasmare Ltd will launch Nicky Clarke Men in June. It will comprise a total of six hair care products especially developed to meet male hair care needs.

The range will include three shampoo/conditioner products - Anti-Dandruff Shampoo & Scalp Conditioner, Thickening Strengthening Shampoo & Conditioner and Control, Condition & Style Shampoo & Conditioner.

For men's styling, there will be Styling Gel/Shine & Strengthen,



Shape n' Shine Texturising Wax and Hold, Thicken & Strengthen Hairspray. All the products will retail at \$3.95.

The launch will be supported by a dramatic advertising campaign plus in-store promotional activity which will start in July.

Food Brokers Ltd.
Tel: 01705 219900.

• Herbal styling

Bristol-Myers is developing its Clairol Herbal Essences range with four styling products.

Available from June, the Herbal Essences Styling Line will comprise Mousse, Spray Gel, Aerosol Hairspray and Non-

Aerosol Hairspray. Retailing at \$2.49, the products are formulated with natural, organic herbs and botanicals with mountain spring water. During the launch period, all products in the Herbal Essences range will have a special price of \$1.69 in independent pharmacies.

Packaging continues the brand's theme of clear plastics, bold floral graphics and pastel shades. The pump bottles are fully recyclable, using 25 per cent recycled plastic.

Bristol-Myers Co. Ltd.
Tel: 01895 628000.

Continued on P22 ▶

THE VERY BEST FOR HAIR

The famous Mason Pearson cushion technique conditions as it brushes to promote shining loveliness.

Write for colour brochure of range

MASON PEARSON
-the great original.

37 Old Bond Street, London W1X 3AE

◀ Continued from P21

● **Taking control of men's hair**
Alberto-Culver is targeting men with its updated Alberto VO5 range of hair gels which includes a new styling product.

New VO5 Styling Creme is designed to combine the benefits of gel and wax – delivering firm but supple hold to give styling flexibility. Formulated with provitamin B5, it helps add shine to the hair.

The repackaged gel range also includes improved formula Wet Look Gel and mega Gel. All the products retail at \$2.19 (150ml).

Primarily aimed at men, the range is also suitable for female hair styling. It will be supported by a campaign in the men's press. **Alberto-Culver Company Ltd.**
Tel: 01256 705000.

● **Curl up with a good video**
Fine Fragrances & Cosmetics has launched another promotion offering a free video with every purchase of its Hydrowave 2000 perm.



Presented by celebrity hairdresser Martyn Fletcher, the video is a step-by-step guide to perming the hair at home with styling tips and advice on caring for permed hair.

The promotion will be supported by national advertising in women's magazines throughout the summer and autumn.

Robinson Healthcare (distributors).
Tel: 01246 220022.

● **Free hairspray offer**
Elida Fabergé is promoting its Organics Hairspray with Clearhold in independent pharmacies, with a special banded pack promotion from mid-June. A free handbag size (75ml) hair-

spray will be given away with the full size hairspray (250ml) which retails at \$2.49. The promotion will run across Maximum Hold and Firm Hold variants.

Elida Fabergé.
Tel: 0181 481 6000.

● **Three step hair care**
Procter & Gamble is launching a new gift boxed Pantene Pro-V hair care regime which will be available for a limited two month period until mid-July.

The regime is designed to encourage consumers to use a three-step hair care system – shampoo to cleanse, conditioner to nourish and intensive conditioner to protect.

It is available in two versions – The Pantene Pro-V Total Hair Health System and The Pantene Pro-V System Advanced Hair Health Programme. Each system contains money-off vouchers to encourage brand loyalty and repeat purchase.

Procter & Gamble (Health, Beauty & Cosmetics) Ltd.
Tel: 01932 896000.

Brush strokes

G B Kent & Sons has launched two new full radial hair brushes. Made from bristle/nylon mix, these hot cooling tools are suitable for styling and blow-drying fine to medium hair. Retail prices are \$5.95 (35mm), \$6.50 (45mm). **G.B. Kent & Sons plc.**
Tel: 01442 232623.

Sun care for hair

Brodie and Stone has launched a new range of specialist hair care treatments to protect, replenish and nourish the hair in the sun. The range comprises six products – Energising Shampoo, Reviving Conditioner, Sun Protector Spray, Moisture Recovery Treatment, Wet Proof Gel and Gloss Works. Retail prices range from \$1.49 to \$4.99.

Brodie and Stone plc.
Tel: 0171 278 9597.

What's it worth?

	Value (£)
Hand held dryers	40.7m (47%)
Electric stylers	7.8m (9%)
Gas stylers	13.9m (16%)
Air brushes	13.9m (16%)
Heated rollers	5.2m (6%)
Crimpers	3.7m (4%)

Source: GFK LEK TRAK 52 w/e 21.1.98.

Best-sellers

1. Braun (25%)
2. Remington (20%)
3. Babyliss (14%)
4. Revlon (12%)
5. Vidal Sassoon (7%)
6. Carmen (5%)
7. Philips (4%)
8. Hair Design (3%)
9. Morphy Richards (2%)

Source: GFK LEK TRAK 52 w/e 21.1.98.

John Merrett, sales director of Medielite, distributor of small electrical products, looks at opportunities for the pharmacy to maximise on sales of electrical hair care appliances.

Letting power go to your head

Despite competition from major high street players, the independent pharmacy can build up a very successful year round electrical hair care business.

Now worth \$86.7 million, this market is driven by innovation and advertising support, especially before Christmas.

Some 34 per cent of the year's sales are in November/December so it's a good idea to expand the core range from October with higher priced products which are heavily supported on TV.

What to stock

Customer profile is an important factor in choosing a range. Pharmacies with predominantly young to middle aged customers will do better in this market.

Hair dryers are a must in a pharmacy's core range. They have broad appeal and are often an impulse or crisis/replacement purchase.

Non-attachment dryers are showing 5 per cent growth, driven by sleek, straight hair fashion trends. However, attachment dryers still account for 62 per cent of hand-held dryer sales.

The Revlon Blue Midnight 1800 hair dryer (rsp \$19.99) was the best-selling hair dryer in the UK at the end of last year (five weeks to December 27, 1997).

Purchases in the styler category have moved into gas and hot air stylers. Braun dominates the gas styler market with a 97 per cent share. Gas stylers provide the added benefit of creating a strong demand for gas refills.

Air brushes grew by 2 per cent last year, driven by fashion trends and a consumer need for gentle heated appliances.

Remington will be launching new Pro-Shine stylers later this year which capitalise on the trend for shine and will revitalise the electric styler category.

Another category to watch is crimpers which grew by 45 per cent last year with fashion trends for straight, sleek hair. The Babyliss 2012 Straight & Shine Steam Straightener was the sixth best-selling hair care appliance in



Philips has designed its new Natura hair dryer with a heat protection system which controls and adjusts the temperature of the airflow as the hair dries

the UK at the end of last year.

Merchandising tips

● A display will be more logical if the products are segmented into non-attachment dryers, attachment dryers, gas stylers, electric stylers, air brushes, heated rollers and crimpers.

● Keep products in boxes – packaging has improved and gives product descriptions.

● Most pharmacies keep the stock behind the counter for security reasons but some successfully display appliances on shelves close to the counter where a member of staff can keep an eye on stock.

● Differentiation between hair dryers and stylers is important. Dryers are often an impulse purchase; stylers tend to be a more considered buy which requires a longer purchase time.

Pricing policy

Pharmacies need to be aware of manufacturers' recommended prices and follow them wherever possible. Consumers are unlikely to mind a \$0.50–\$1.00 difference, bearing in mind the personal service offered in a pharmacy.

However, it's not worth being tempted to add another \$10 on the retail price – you'll be left wondering why the appliance doesn't sell!

AGM urges Council to think again on Society's new management structure

The Royal Pharmaceutical Society's Council was given a rough ride at the Society's annual meeting last Wednesday.

At one of the best attended meetings for years – over 140 members were present – the Council was rapped over the knuckles for advertising the post of secretary and registrar as open to non-pharmacists before having the legal right to do so.

Members went on to vote by a small majority that the person appointed must be a pharmacist. They also asked Council to rethink the new management structure proposed in the Banks report, which could see a majority of senior positions within the Society held by non-pharmacists.

● **Council should not have sought applications from non-pharmacists for the post of secretary and registrar, while the appointment of a non-pharmacist was contrary to section X of the bylaws**

Proposer Bruce Rhodes, formerly RPSGB deputy secretary, now retired

Carried by a large majority
In the past week, the Privy Council has agreed to amend the bylaws to allow a non-pharmacist to be secretary and registrar.

Despite this, Mr Rhodes pressed ahead with his criticism of Council for trying to offer something that was beyond its powers. The low key way the Council announced the proposed change to the bylaws – the same week as the publication of the Banks report – gave members no time to consider such a major change.

"I would not suggest this was done deliberately to avoid discussion, but Council has, by its actions, left itself open to such an accusation," he said.

The Council had advertised something that it could not legally provide, he concluded. As a statutory enforcing authority, it must practise what it preaches. It had clearly acted wrongly

● **The secretary and registrar must be a pharmacist**

Proposer Ashwin Tanna, former Council member
Carried 56-43

Opening the way for a non-pharmacist secretary and registrar indicates a lack of confidence in the profession to handle its own affairs, said Ashwin Tanna.

"The secretary represents the permanent face of pharmacy. To have a non-pharmacist at its



Ashwin Tanna:

head would not enhance our professional image."

Bruce Rhodes supported him, saying the post should be filled by someone who understood pharmacists' aspirations. "A pharmacist is good enough for the NPA, the PSNC and the PAGB. Why should the prime professional body be different?"

Robert Blyth (Milton Keynes), former editor of the *Pharmaceutical Journal*, accused the Council of "commercialising the Society". Only one of the five new directorates recommended by the Banks report was likely to be

headed by a pharmacist, he said.

Robert Forde (Bolton) said that there was a paranoia that a pharmacist should fill the position. Andrew Burr (Nuneaton) said the post should go to the best person for the job and pharmacists should have confidence in those making the appointment.

● **Council should rethink its senior management structure plan which places day to day control of the Society in the hands of a majority of non-pharmacists.**

Proposer Ashwin Tanna
Carried 38-30

Pharmacists are in danger of becoming second class citizens in their own professional body, said Mr Tanna. "Council may think it is in control, but its members are not in the building most of the time, and the tone is set by those who are."

Robert Blyth accused the Council of sidelining the editor of the *PJ* (in the restructure he would report to the head of publications – a non-pharmacist – rather than being a head of department).

Mike Burden (Leicester) said members were being asked to cherry pick bits of the Banks report, rather than take an overview as to whether it will take the profession forward.

John Bahmford and Bill Brookes (Cheshire) said the restructure should have gone out to consultation, as had other elements of the "Pharmacy in a New Age" process.

● **The bylaws of the Society should be amended to empower the Council to disqualify any candidates found guilty of contravening any Council election rule**

Proposer John Gentle, community pharmacist
Carried unopposed

Matters arising ...

● A working group looking at new structures of remuneration and reward for services provided by NHS pharmacy contractors has been set up by the Royal Pharmaceutical Society's Council. The group hopes to publish an options paper for debate later this year, revealed the president, Peter Curphey, in his annual report.

● Interviews for the post of secretary and registrar at the Royal Pharmaceutical Society are taking place on May 22.

Ashwin Tanna (Dulwich) asked whether John Ferguson would be prepared to stay in post if a suitable candidate could not be found. Peter Curphey, said he had "no doubt that we will find a suitable candidate from the shortlist". He confirmed that Mr Ferguson would not leave the Society in a difficult position.

● When co-opting a pharmacist to fill a vacancy on Council, the 'eighth man' from the election ballot is not automatically chosen. Council has adopted a policy that it should seek to fill a vacancy with somebody

who has an expertise that Council does not possess, said the secretary and registrar John Ferguson.

Both he and Peter Curphey Andrew Burr rejected

suggestions by Andrew Burr (Nuneaton) that the correct procedures had not been followed after his resignation in October 1997.

● The Society has spent £35,000 on recruitment consultants in the search for a new secretary and registrar – "cheap by consultants' standards", said treasurer Geoff Booth. He told Council member Mark Koziol (Birmingham) that £72,000 had been spent on consultants advising on 'New Ways of Working' at Lambeth.



FACT

Over 46,000 people are killed or injured each year in traffic accidents across Europe as a result of drivers taking sedating antihistamines†

YOU CAN'T AFFORD TO CLOSE YOUR EYES TO SEDATION

†Bentley A.M. Pharm. Dialogue, 1998; vol XIII: 1. Claritin Allergy contains loratadine. For the treatment of hay fever. Further information is available from: Schering-Plough Consumer Health, Shire Park, Welwyn Garden City AL7 1JW.

A motion in favour of setting up a register of qualified dispensing technicians was among those supported by delegates at the Royal Pharmaceutical Society's Branch Representatives' Meeting last Thursday

Branches support register for dispensers

The prospect of pharmacists delegating dispensing to qualified technicians has won support at the Society's annual Branch Representatives' Meeting.

The motion calling for a register of qualified dispensers was carried at last Thursday's meeting. This is the first demonstration of support for the aims set out in the Society's report on skill mix, 'Making best use of pharmacists and their support staff', issued this week to local branches (see p4).

The motion, asking that: "Council establishes compulsory

seen by the Society.

"This is really key to being 'the first port of call'," said Mrs Buckle.

Notes supporting the motion say the profession must ensure:

- support staff are trained to a national standard so that appropriate activities can be delegated with confidence
- that it manages the delegation effectively by controlling it
- trainees must recognise the phased nature of delegation of responsibility
- the Department of Health is involved early on to ensure both recognition and reimbursement
- similar standards are practised wherever prescriptions are dispensed – whether in pharmacy, hospital or a surgery.

Although agreeing with the sentiment, Nicholas Wood (Chelmsford) said the meeting should not underestimate the considerable cost of registration and the logistics involved. Instead, it should be a professional requirement for pharmacists who employ technicians to ensure that they are qualified.

Secretary and registrar John Ferguson pointed out that there would be a need for changes either in the primary legislation or the Society's Charter. "If you insist on the Society being the registration body, it will mean some years of delay," he warned.

Chairing the meeting, RPSGB president Peter Curphey said of the skill mix document: "I would urge you not to have a knee jerk reaction to it."

Remuneration

Leicester's motion, that the RPSGB Council should make its first priority the securing of an appropriate remuneration package to support the 'New Age' initiative, was carried. Proposer Mike Burden said that pharmacists should be rewarded for delivering the package of care outlined in the PIANA initiative.

However, David Forbes (Aberdeen) was concerned that it should be the official negotiating bodies that sought remuneration settlements. Countering this, Chris Cairns (S W Metropolitan) stressed that the motion stated 'securing' not 'negotiating'.

Regarding working hours, Macclesfield won its motion calling for the Society to actively recommend a minimum of a 15 minute break in every four hours worked, a minimum half hour lunch break, and a working day no longer than nine hours.

Proposing the motion, Carole Maguire said the profession is advising on healthy lifestyles, but it is a case of "do as I say, not as I do".

Opposing the motion, Tony Carson (S W Metropolitan) foresaw difficulties for several areas of the profession, especially independent pharmacy. It's not for the Society to be prescriptive, with EU changes on the working week forthcoming, he argued.

Council playing 'fast and loose' over secretary's post

Bruce Rhodes (Cheltenham) accused Council of 'playing fast and loose' with the byelaws. His Branch's motion, calling for the secretary and registrar of the Royal Pharmaceutical Society to be a pharmacist, was in the same vein as those discussed at the AGM (see p23).

"We need a long-term appointment of a person who inspires the confidence of members and staff – this would be difficult for a non-pharmacist. We simply have to attract the right pharmacist," said Mr Rhodes. "The Council is lacking in confidence by saying we need a manager. I believe the best person will be a pharmacist".

Mike Williams (Coventry), who spoke against the motion, defended the Society's move by saying the Banks report did not just focus on the role of the secretary and registrar but on how the profession was run at the Society.

Two motions carried unanimously came from Manchester, Salford & Trafford. The first called for the Council to commend the Dorset model of contracted pharmacy services to other health authorities and facilitate similar developments.

Proposing the motion, Gianpiero Celino said that the "forward thinking" Dorset HA had given a clear and consistent approach towards contracted services, which was not a case of "pilotitis". It has brought people together and has moved the issue of money in the remuneration equation, he said.

The second motion proposed by Mr Celino called on Council to develop the opportunities for pharmaceutical input into the recent White Paper initiatives, especially within local primary care groups and the NHS Direct telephone help line services.

"We should not sit about moaning whether our name is in the White Paper. Pharmacists should be showing the government how they can get involved. Rather than write to ask if we can come to the party, let's gate-crash it."

A motion calling for a review of the dispensing of Controlled Drugs – the regulations preclude the use of common sense or professional judgement, it was suggested – was also carried.

"We are here to serve patients," said proposer Chris Green (Liverpool). "If you use common sense [in the supply of CDs], you are breaking the law – if not, the best interests of patients are not being served."

Tony Carson (SW Metropoli-



Buckle: delegation not abdication



Cairns called for radical change

formal standards and registration for persons to dispense under the supervision of a pharmacist," was carried by an almost overwhelming majority.

Proposing the motion, Sharon Buckle (Nottingham) said that it was about pharmacists delegating, "not abdicating", responsibilities. "We need to equip pharmacists for their future roles. Roles which employ flexibility, team work and delegation of responsibility," she said. "To this end, the role of pharmacy technicians needs to be upgraded."

The Nottingham Branch is proposing that dispenser training is raised to National Vocational Qualification level 3 and that technicians are registered, something which should be over-



As the BRM came to a close, the Society's president Peter Curphey paid tribute to the work of the secretary & registrar John Ferguson, describing him as a platinum standard administrator in pharmacy. "John has raised the profile of British pharmacy in Europe so much we are looked to for views [on international pharmaceutical affairs] on most matters. He has been a great servant to the profession," said Mr Curphey. Mr Ferguson replied: "I have had a very exciting and interesting career in pharmacy. Although ideas are put forward constantly, perspiration and perseverance are the important things."



Celino: let's gate-crash the party

tan) spoke against the motion on the grounds it was superseded by a report from the Society's working group on drug misuse. Mr Curphey called on the meeting to support the motion to show its support for the working party's conclusions.

A Leicestershire motion, noting that the educational process for all pharmacists needs "a radical review" if the profession is to meet the challenges and opportunities set by the 'Building the Future' document, was carried.

Proposing the motion, David Upton said: "The current educational process does not produce the pharmacists we need for the future. We are playing catch up to the deficiencies of the undergraduate course."

Mr Cairns noted that although the undergraduate course is being extended by a year, "students have not been prepared for the 'New Age'. It's not their fault - it is a difficulty in the new university agendas," he said.

Shortly after this, Mr Cairns proposed a SW Metropolitan motion calling for Council to work with all major stakeholders in England "to radically change the provision of continuing professional training for pharmacists so that community, hospital and other pharmacists are trained to a common agenda".

"This is not one of the perennial whinges about CPPE," he stated. "The present situation is divisive, with branches all participating in different schemes. We are not really working together."

Opposing the motion, Brian Miller (E Metropolitan) said that it is not realistic to train to a common agenda. "The profession is diverse, but it is still big enough to accommodate the different branches. Professional differences should not be divisive," he argued. The motion was carried.

Other motions won

- Publicity should be given to a mechanism set up by the Society in which employee or pre-reg students could seek professional or ethical advice in situations where

they feel unable to take up the matter with their supervisor or employer (Northumbria)

- Council should ask BT to reclassify 'Chemists-dispensing' as 'Pharmacies' in the *Yellow Pages* (Edinburgh & Lothians)

- The Society must work with the MCA, NHS Executive, HAs and health boards to improve the way pharmacists are notified of health alerts (E Kent)

- The Society must initiate a much larger public relations campaign to increase public awareness of pharmacists' pro-

fessional activities and their benefit to health care (Hull)

- Council should ensure the register allows a cross reference for maiden names (Slough)

- The Society's practice advice should be modified to discourage the handling of ophthalmic prescriptions by pharmacies which do not provide ophthalmic dispensing (Northumbria)

- The sale of larger quantities of paracetamol by trained medicine counter assistants be allowed to continue under the supervision of the pharmacist (S Cheshire).

Society forms policy support unit to encourage ideas from grass roots

The Royal Pharmaceutical Society has formed a Policy Support Unit, as recommended in the Banks report, which will allow individual members to develop policy and help Council develop the Society's strategy, announced the Society's president.

Peter Curphey suggested that if an individual who presented an idea to the PSU was an expert in that area, they might be invited to join a Society working group.

The secretary and registrar, John Ferguson, confirmed the PSU will be based in Lambeth, and would report to him. A head of the PSU has been appointed and starts in June (see **News**).

The PSU's roles include talking to government and the press to sound out ideas from the public which affect pharmacy, and to present the ideas of branches, members and staff to Council.

"The PSU will consider the best ways of implementing the ideas and then lead them to the appropriate policy directorates," said Mr Ferguson.

Council member Alan Nathan, who compiled the BRM document which examined such support units, believes the PSU will be able to evaluate ideas from anywhere in the Society.

"From now, you will be able to put your ideas to Council through the PSU at any time of year. This

will mean ideas can be progressed earlier than they might otherwise be," he said.

Through its communicative role, the PSU should help resolve the problem of duplication of branch and Society ideas, a problem which Mr Nathan highlighted. "A lot of effort is wasted because ideas have either been discussed by Council and considered unworkable, or the ideas are under development and can't be commented on."

The PSU is one element being considered in the reform of future branch representatives' meetings. Another includes the BRM becoming a 'showpiece' attended by the national media where branch representatives discuss the most important issues affecting pharmacists.

Having discussed the idea with the Society's public relations unit, Mr Nathan believes it would be possible for future BRMs to attract the same kind of attention that the British Medical Association and the Royal College of Nursing attract, given the right kind of issues.

Roger Mills (Slough) noted that BRMs would only ever be as good as the motions presented, and proposed that late entry and Council-led motions be accepted.

He also called for amendments from the floor to be banned as these should be unnecessary if

the motions had been circulated in advance, and for seconds to be eliminated.

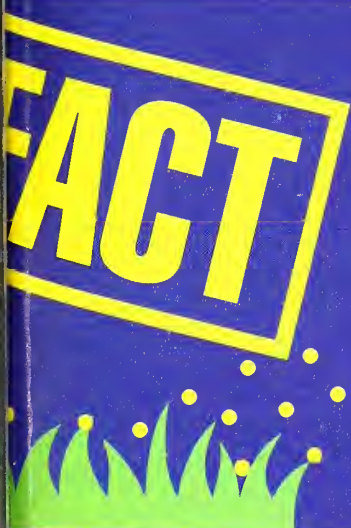
John Gentle (Shropshire) proposed allocating spare seats at the meeting to pre-registration students and newly qualified pharmacists. Younger members could then be introduced properly to senior colleagues.

Mike Burden (Leicester) agreed, but suggested the BPSA and YPG also provide forums for developing presentation and networking skills.

Alison Strath (Dundee) echoed the view that the BRM was a tremendous opportunity to network. She also proposed using the meeting as a forum to discuss topical issues.



Society president Peter Curphey presents Council member Alan Nathan with his fellowship certificate at Wednesday's AGM



A child's ability to learn can be seriously affected when sedating antihistamines are taken to control hayfever symptoms[†]

YOU CAN'T AFFORD TO CLOSE YOUR EYES TO SEDATION

[†]Vuurman E. et al., Ann. Allergy, 1993; 71(2): 121-126. Clarityn Allergy contains loratadine. For the treatment of hayfever. Further information is available from: Schering-Plough Consumer Health, Shire Park, Welwyn Garden City AL9 1TW.

Nucare, the buying group, is investing time and money to expand its marketing services. It now wants to use that expertise to market products for overseas manufacturers. **Guy L'Aimable** reports from Nucare's annual convention in Meriden, Warwickshire.

Nucare enters contract marketing

Nucare is set to diversify into contract marketing by launching an eye care product, produced overseas, in the autumn.

Veni Harania, Nucare's managing director, says the company has arranged exclusive rights to market the product throughout the UK. All pharmacies, not just Nucare members, will be able to stock the product, whose name remains confidential.

Since Nucare began negotiating the agreement about 12 months ago, it has identified other products, from the UK and overseas, which it could market on a contract basis. Agreements

for these have not yet been finalised.

Mr Harania agrees the move is a radical departure for Nucare, but he argues it has the marketing expertise to make it work. John Barklamb, who was appointed the group's marketing manager last year, will supervise the marketing.

Nucare, says Mr Harania, is targeting its service at manufacturers who have not developed strong marketing divisions.

Mahesh Shah, a Nucare director, says its membership is an attractive proposition for such manufacturers. "There's a core number of members who would

give us a fairly quick distribution for our [contract market] products. That will appeal to a number of manufacturers," he says.

He denies Nucare will put pressure on its members to accept the products it is marketing. "If they don't see the need for these products – fine. Our philosophy is co-operation, not compulsion," he says.

Nucare will be appointing a product manager – it has already identified the right person for the job – to help Mr Barklamb cope with its expanding marketing services. The manager will also help Nucare find other products to market.



Veni Harania, Nucare's managing director

"Nucare must lobby MPs over RPM"

The Community Pharmacy Action Group has urged Nucare members to write to Labour MPs to ensure they vote to keep resale price maintenance on medicines.

David Sharpe, chairman of CPAG, told delegates that a letter from constituents "is worth 1,000 times more than a letter from me. Write again to your Labour MPs. Tell them: 'Don't chicken out, you supported us [in Opposition], do so again'."

Mr Sharpe was referring to the Labour Government's decision to remove a House of Lords amendment, which would have protected RPM until 2004.

The 150 MPs who have signed a motion supporting RPM, he said, are under pressure from the

Government to support its stance. Nucare members have to make sure the MPs remain true to their original convictions.

Some observers, adds Mr Sharpe, have no right to be pessimistic about RPM's prospects. If the House of Lords tries to reintroduce its amendment to the Competition Bill, the Bill would have to go back to the House of Commons. "The sheer time involved in this process could kill the Competition Bill," he says.

Alternatively, he adds, the judge presiding over the Restrictive Practices Court hearing in the autumn may decide a full hearing is necessary. That means no decision on the future of RPM will be made until at least late 1999.



Panel session: (l-r), David Sharpe, chairman of the Community Pharmacy Action Group, John D'Arcy, director of the NPA and Christine Glover, vice president of the Royal Pharmaceutical Society

Mr Sharpe also has a response to people who, over the 30 years he has been involved in pharmaceutical politics, have complained that pharmacies lack a high profile publicity campaign.

"The Bill is essentially aimed at Rupert Murdoch's predatory pricing [with News International newspapers], though you won't have heard much about Murdoch recently. But you have heard about RPM – that shows the success of our campaign," he says.

Mr Sharpe and Mr D'Arcy say the television and radio interviews they have recently conducted contradict the perceived perception that pharmacies have a low profile. Most of the media sympathise with pharmacies, according to Mr Sharpe. And their interviews have shown that pharmacies are open and accessible. "We've developed a PR image that money can't buy," he says.

One delegate said pharmacy lobbyists should tell the media how consumers would suffer if RPM was abolished, instead of concentrating on how the abolition would slash the number of

pharmacies.

Mr Sharpe said everyone was already passing on that message, but the media is clearly bored with any other point than RPM's effect on pharmacy numbers. "Pharmacy is boring. We have to excite the media and it's very difficult – if closures excite them, then that's what we'll concentrate on," he says.

Another delegate asked what independents should do if RPM is abolished. Christine Glover, RPSGB vice president, said they have a golden opportunity to work together to improve the services they offer their communities.

Move centre of operation to the front shop

Pharmacists should consider placing their dispensary computers in the front shop to help them develop a better rapport with consumers, according to Christine Glover, vice president of the Royal Pharmaceutical Society.

"That's a great place to put it," she says. "It requires restructuring your [working] lives and how you run your dispensary."

Ms Glover says pharmacists can succeed only by working in the shop's front. If they keep their computers in the back, why not let skilled technicians handle dispensing? She made sure she worked on the counter 30 years ago – and customers were grateful for the attention. "They would even pass two chemists to go to my pharmacy," she says.

One delegate told *C&D* the idea was good in theory, but not that practical. Someone could easily tamper with the computer if the pharmacist's attention was distracted, particularly if the pharmacy had just one assistant who was busy elsewhere.

Mohan Mohan, managing director of Procter & Gamble's UK Pharmacy division, says the in-store ambience pharmacists create is vital. "Why would multiples, such as Boots, create an internalised personal service ambience? Because they think there's something very valuable in there for a pharmacy. Consumers buy products from Boots, but these products are the same as you'll find in any pharmacy," he says.

Nucare aims for 1,200

Nucare aims to recruit 130 new members by the end of the year, which will lift its total to 1,200.

Veni Harania, its managing director, says it is still on course to have 2,000 members by the year 2000, but admits the group will have difficulty recruiting more than 2,000, because many independents will have already joined a buying group by then.

DoH gives ground on PPI

The Government may change regulations to allow pharmacists to round their prescriptions, perhaps downwards, to help them deal with patient packs.

Health minister Baroness Jay says it is considering the option "within clinically acceptable limits" as a contribution to the patient pack initiative (PPI).

Speaking in a House of Lords debate, she warned that some medicines will still be supplied in bulk for the "foreseeable future".

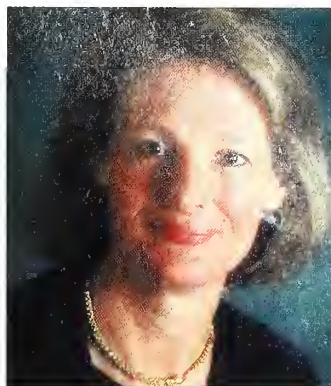
The Medicines Control Agency will soon begin a consultation process on regulations to ensure that these medicines are dispensed with labels for pharmacists and leaflets for patients.

"The NHS needs to be certain that manufacturers and suppliers are providing sufficient quantities of the right quality information," she said.

While the Government has been criticised for saying PPI is too costly to back, Baroness Jay says: "The [pharmaceutical] industry has been invited to provide its own detailed costings, but it has not yet done so."

She adds that the Government sent the Association of the British Pharmaceutical Industry, and other groups a note explaining why its estimate on PPI costs was \$60m. She hinted that the Government was reluctant to get involved in a proposal arranged by the Conservative government. "The costs were associated with a particular set of proposals which we inherited from the previous government," she says.

"There is no inherent reason why the price tag has to be attached to having a greater number of prescriptions met by patient packs, and certainly not



Health minister Baroness Jay

to providing patients with the right information when they need it," she adds.

The Government will work closely with the industry and the health care professions to ensure GPs' prescriptions are right for the NHS and the patient.

W R Evans enjoys fruits of expansion

W R Evans Group, whose interests include the Manor Pharmacy chain, increased its turnover 10 per cent to \$21.9 million for the year to July 1997.

Its pre-tax profits rose slightly to \$1.45m. W R Evans is controlled by Bill and Ann Evans.

The group's results reflect its gradual expansion over the period. In November 1996, it bought Brian G Spencer (BGS), a small, family-owned business specialising in animal health. The group also relocated one pharmacy and bought another.

Manor Pharmacy has 33 outlets across Derbyshire and Nottinghamshire. Phil Hoyle, group managing director, says the chain wants to promote BGS' Ruby range of animal medicines. Veterinary health used to be a traditional pharmacy offer, he adds, it is a mistake to ignore this area. "A lot of people go into pharmacies every day and a large percentage of them have pets, whether they are cats, dogs or horses. We should be looking to raise our profile for animal health sales," he says.

BGS has produced training material on medicines for cats and dogs, which is available to counter assistants.

Manor Pharmacy, meanwhile, is always looking for new outlets, although Mr Hoyle says it will probably buy no more than one or two each year.

The group distributes its own products through a subsidiary, Manor Drug Co, which has a 12,000 sq ft depot in Ilkeston.

Mr Hoyle says the group would prefer to acquire pharmacies reasonably close to the depot – all the chain's outlets are less than one hour away from it.

Alternatively, Manor Pharmacy may continue to relocate some pharmacies. "Relocating can be as beneficial as buying a new pharmacy, but costs much less," says Mr Hoyle.

NCC profits dip after tough year

The National Co-operative Chemists' surplus before distribution – equivalent to pre-tax profit – fell a fraction to \$3.15 million, while its turnover rose nearly 14 per cent to \$132m for the 53 weeks to January.

The NCC's margins were squeezed by competition from supermarkets and out of town shopping, which forced it to lower its prices on health and beauty products. Its surplus also suffered from the 2.4 per cent rise in pharmacists' remuneration, and from the NHS' decision to claw back \$750,000 of discounts relating to the previous year.

The group's turnover, however, benefited from acquiring 14 pharmacies from Anglia Regional Co-op and six independents – it now has 260 outlets.

AAH to build \$9m depot in Birmingham

AAH Pharmaceuticals is investing \$9 million in a new regional depot in Birmingham.

The 87,000 sq ft depot, situated between junctions five and six of the M6, will have advanced systems that will enable it to process more orders than any other AAH depot, according to the company.

These will include a secondary automated picker with 4,000 channels – a system already used

by AAH's sister companies in France and Germany; electronically monitored temperature, and a checkweigh system to double check the accuracy of orders.

AAH says the depot will have twice as much automation as its flagship warehouse in Warrington, which is double the size. Work on the site is due to start in June. The depot will serve the central UK.

Glaxo share price hit by profit warning

Glaxo Wellcome's shares fell 59p to 1,674p after it warned the strong pound could cut its turnover by 5 per cent this year.

Sir Richard Sykes, its chairman, told shareholders at this week's AGM that sales during the first quarter had fallen 1 per cent to \$2.56bn, compared with the same period last year.

In sterling terms, the sales had

fallen 7 per cent. GW's trading profit, as expected, has been affected by lower Zantac and Zovirax sales and higher costs.

Sir Richard says the impact of both brands' decline will be relatively small during the rest of GW's financial year.

● GW is set to ask the Medicines Control Agency if it can reintroduce Romozin – for diabetes.

FACT

Clarityn Allergy
is classed as
non-sedating
throughout the world



YOU CAN'T AFFORD TO CLOSE YOUR EYES TO SEDATION

Clarityn Allergy contains loratadine. For the treatment of hayfever.

Further information is available from: Schering-Plough Consumer Health, Shire Park, Welwyn Garden City, AL7 1WV

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Numark launches consultation areas

Numark is to offer its members the new option of consultation areas in their pharmacies, according to retail services manager Mike Johnson.

The first area has been fitted in a Numark pharmacy in Troon, with 36 sq m of space, and a second has been installed in an out-

let in Chester. Next month, two further installations are planned in Mansfield and Keitley.

Mr Johnson told shareholders at Numark's AGM in Newcastle, co Down, that consultation areas will be standard on Numark's plan, if the pharmacy is wider than 5m, and that the areas would help boost in-pharmacy diagnostic testing.

"Our market research shows that the consultation area is the greatest weapon community pharmacies have against the grocery multiples. It makes tangible the point of difference between a qualified pharmacist and a super-market shelf," he says.

The first area was funded by Ayrshire Health Board, but Numark aims to raise funds for the concept by persuading manufacturers to sponsor product information panels on the sides of consultation areas. The areas will also have a wall-mounted health leaflet dispenser.

The senior pharmaceutical adviser for Ayrshire Health Board, Andy McLaughlin, comments: "We support any improvements to premises that will benefit the patient and this is the first

time we have granted funds to a pharmacist for that purpose.

"While we cannot guarantee funding for everyone, we will certainly help where an improved service can be demonstrated."

Numark will also introduce new clearance deal offers for shareholders. The mechanism, called 'Numark Opportunity Buys', will be launched in July and should make special packs available to shareholders at the earliest opportunity, and extend the period of time that these packs are available for.

Andrew Carter, Numark's trading controller, says: "It has been agreed that stocks of special packs and clearance offers will be taken into the Numark central distribution facility and, from July, we will be introducing a feature into *Profitline*, Numark's monthly shareholder magazine."

The first products to be featured will include the Andrex four roll \$1.69 price marked packs, Pantene hair health system and stock parcel deals from Procter & Gamble.

NHS business manager Sarah Sipple told delegates that

Numark plans to expand its own brand range in June, in conjunction with Norton Healthcare to include a range of Beclazone inhalers.

Later in the year, the pharmacy group will bring out a Numark co-codamol effervescent 100-tablet pack with Lagap. Shareholders who submit their past six months' prescription analysis will be eligible to take part in an equalisation agreement with Smithkline Beecham on Seroxat 20mg, Relifex tablets and Bac-troban ointment.

Numark's chairman, Sir Norman Fowler, voiced his support for resale price maintenance and described its proposed abolition as "a seriously retrograde step". But he also highlighted the buying group's strength if RPM was abolished. "If RPM went, many independents would see that an organisation like Numark was essential to their survival. It would underline the Numark concept even more," he says.

● Numark is spending over \$300,000 on promoting its 'In sickness and in health' campaign in the *Radio Times*, *You* magazine and *Marie Claire*.



Sir Norman Fowler (standing), Numark's chairman, addresses pharmacists at last weekend's Numark AGM in Newcastle, co Down. He is pictured with: (l-r) finance director Bernard Miller, vice chairman Peter Marshall and managing director Terry Norris

Goldshield poised for \$55m float in June

Goldshield Healthcare could be worth \$55 million when it is floated next month.

The group, two of whose founders are pharmacists Ajit Patel and Kirti Patel, also wants to raise \$15m through a placing in the early summer.

Goldshield specialises in marketing products acquired from major manufacturers. Since it was founded in 1991, the group has built up a portfolio of 43 products in its pharmaceutical division, and 421 in the health care division, most of which are vitamins, minerals and supplements.

It contracts out its manufacturing to 12 plants in the UK and Europe. AAH and Distriphar – the distribution division of Hoechst Marion Roussel – distribute its pharmaceuticals. Goldshield's own warehouse handles its OTCs.

The group doubled its pre-tax profits to \$3.8m for the year to March 31. Its turnover rose 43 per cent to \$25.7m, partly because it acquired four products, including Rheumox, a treatment for musculoskeletal conditions, formerly owned by Wyeth Laboratories.

Its turnover is split 55:45 in favour of health care. The group wants to split its sales evenly within two years.

DuPont buys Merck's stake in joint venture

DuPont has agreed to acquire Merck & Co's interest in the two companies' joint venture – DuPont Merck Pharmaceutical – for \$2.6bn (\$1.6bn).

US-based DuPont Merck, formed in 1991, will operate as DuPont Pharmaceuticals after the acquisition. About 4,200 DuPont Merck employees will transfer to DuPont when the deal is completed in July.

Ownership of DuPont Pharmaceuticals, the UK company, will switch from the joint venture to DuPont. The UK company says it is too early to gauge how the move will affect its operations.

DuPont says the acquisition will help it to integrate its materials and life sciences research.

Charles O Holliday Jr, its president, says "By capitalising on considerable synergies at the research level in genomics, biology, chemistry and biotechnology, we will be able to accelerate the discovery of new drugs, crop protection chemicals and enhanced grains."

Some of DuPont Merck's best-selling drugs are Coumadin, an oral anticoagulant and Sinemet/CR, a treatment for Parkinson's disease.

DuPont and Merck will continue their marketing partnership for Cozaar and Hyzaar, both of which treat hypertension. They will also collaborate to discover and develop a new class of blood clot-preventing compounds.

British Biotech head: september resignation

Dr Keith McCullagh, British Biotech's chief executive and founder, has decided to resign.

Dr McCullagh will step down at the company's annual meeting on September 23. He has recently been at the centre of numerous allegations about BB's drug trials.

In a circular sent out this week, Dr McCullagh rejects the allegations. BB, meanwhile, is making 46 redundancies to help cut costs.

ADVANCED INFORMATION

The **College of Pharmacy Practice** is holding a continuing professional development training day at the University of Warwick in Coventry on **June 2**. Cost \$80 (members) or \$120. Call Michelle Chaplin on 01203 692400.

Royal Pharmaceutical Society presentation on 'Healthcare informatics – the pharmacy dimension' at the Society's headquarters in Lambeth on **June 9**. Tel: 0171 820 3399.

British Society for the History of Pharmacy with the Dudley Branch of the RPSGB. 'Glass making in 19th century Stourbridge' at the PGMC, Corbett Hospital in Stourbridge on **June 12**. Tel: 01384 374473 (eves).

The 50th Anniversary of the **NHS Confederation** will be held at Earls Court, London on **July 1-3**. For details tel: 0121 414 1381.

The 24th **UK Drug Information Conference** takes place at Wills Hall, University of Bristol on **July 2-4**. For details tel: 0117 928 2867. The **Ideal Health Show** is showing at the Grand Hall, Olympia, London, on **July 3-6**. Further details from Mike Turnbull or Dave Arnold tel: 0171 836 4711.

Avon LPC is discussing primary care groups and migraine at a meeting at the BAWA centre in Bristol on June 9 at 8pm. To book, call Alaster Rutherford. Tel: 01275 394543.

COMING EVENTS

Tuesday, May 26

North Metropolitan Branch, RPSGB The School of Pharmacy, Brunswick Square, WC1, at 7.30 for 8pm. Annual general meeting and 'The training of paramedics', by Stephen Edwards.

Wednesday, May 27

NICPPET – 'Microsoft Powerpoint' in Belfast.

Saturday, May 30

Edinburgh Branch, RPSGB The Supper Room, Assembly Rooms, George Street, Edinburgh, at 7.30pm. Ceilidh.

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Society honours academics

The Charter Gold and Silver medals – the highest Royal Pharmaceutical Society awards – have

both gone to academics this year.

The Gold Medal has gone to Professor David Ganderton, the technical director of Co-ordinated Drug Development, an academic research group at Bath University.

Prof Ganderton has held teaching posts at London, Sunderland and Glasgow, and until recently was chairman of the British Pharmacopoeia Commission. He was awarded an OBE in 1995.

The Silver Medal goes to Dr Gordon Jefferson. He was head of the pharmacy department at Heriot Watt when it closed down

in 1988, and went on to become secretary to the Society's Scottish Department until he retired in 1996. He is currently chairman of the Scottish PQE Board.



The Charter Gold Medal was presented to Professor David Ganderton

in 1988, and went on to become secretary to the Society's Scottish Department until he retired in 1996. He is currently chairman of the Scottish PQE Board.



President of the Society, Peter Curphey (left), presents the Silver Medal to Dr Gordon Jefferson

Photographic artwork founded in pharmacy

The Chichester Centre of Arts recently exhibited a series of photographic artwork by Salisbury locum pharmacist Nigel Trezise.

Mr Trezise, who is currently working at the One Stop Pharmacy in Midhurst, took ten months to produce the 15 pictures in his exhibition, 'The Dragon Master', which ran until May 9.

His career as an artist began in his father's pharmacy in Culmpton, Devon. "My father taught me how to dish develop film when I was five – and I never got the smell out of my nostrils. I've always had access to the materials in pharmacy," he says.



Pharmacist Nigel Trezise examines one of his works of art

Inspiration for his pictures comes from Celtic legend. Mr Trezise specialises in producing abstract works of the nude

female form using photographic materials and techniques such as chemical etching, and he believes his use of material is unique.

Ilkley pharmacy celebrates double anniversary with change of uniform

Staff at Martin Brown Chemist in Menston, near Ilkley, celebrated two pharmacy anniversaries with a change of clothing, a new display and some primary school lectures last month.

Proprietor Martin Brown, a third generation pharmacist, and his seven part-time staff, dressed up in Victorian attire and built a display of old pharmacy memorabilia to celebrate the business' 100th birthday and Mr Brown's 10th anniversary of ownership.

The display included some of his grandfather's gold leaf jars, a leech jar from 1850 and several working jars which were over 50 years old.

As part of the celebrations, Mr Brown visited Menston Primary School to give a lecture to 80 children on the good and bad side of drugs. He was also visited at the pharmacy where he was able to tell pupils about the changes in medicines and pharmacy since Victorian times.

"The children asked me a lot about what they see and hear on TV. They were fairly knowledgeable about heroin, cocaine and cannabis; the older ones were more focused on things which would affect them," says Mr Brown.

The celebratory Victorian disguise of a top hat, cravat, morning jacket and spats was borrowed from the local amateur dramatic society, which also provided the counter assistants with appropriate costumes.

Our latest Cambridge Counterpart winner, Michelle Chancellor of Warren Pharmacy in Christchurch, was overjoyed to receive her bottle of bubbly in time for her birthday. Michelle (right), who enjoys swimming and quiz nights, is pictured with dispenser Karen Harvey and Whitehall territory manager Tony Dalley



Delegates at last weekend's Numark annual general meeting at the Slieve Donard Hotel in Newcastle, co Down, prove they are at the cutting edge of the 1970s revival. Who says pharmacists can't let their hair down?

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A CHEMIST & DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS

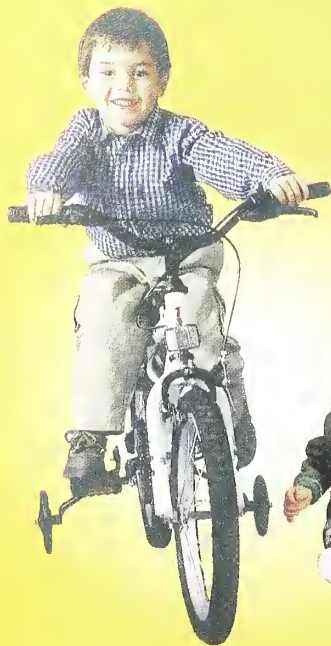
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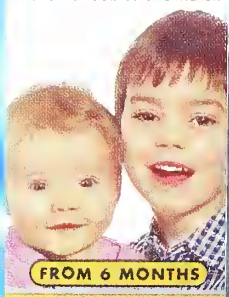
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PRODUCT INFORMATION. NUROFEN FOR CHILDREN. Oral suspension containing: ibuprofen 100mg/5ml. Also contains: Citric acid, Sodium Citrate, Sodium Chloride, Saccharin, Dextrophenyl bromide, Purified water, Polyacrylate B0, Maltitol syrup, Xanthan gum, Orange flavour, Glycerine. **Indications:** Prescription only - For symptomatic treatment of Juvenile Rheumatoid Arthritis. **Prescription and OTC:** For the fast and effective reduction of fever, including post immunisation pyrexia and the fast and effective relief of mild to moderate pain, such as sore throat, teething pain, toothache, earache, headache, minor aches and sprains. **Dosage:** For pain and fever. The daily dosage of Nurofen for Children is 20-30 mg/kg body weight in divided doses. This can be achieved as follows: Infants 6-12 months: One 2.5 ml spoonful may be taken 3 times in 24 hours. Children 1-2 years: One 2.5 ml spoonful may be taken 3 to 4 times in 24 hours. Children 3-7 years: One 5 ml spoonful may be taken 3 to 4 times in 24 hours. Children 8-12 years: Two 5 ml spoonfuls may be taken 3 to 4 times in 24 hours. Not suitable for children under 6 months of age unless advised by your doctor. For Juvenile Rheumatoid Arthritis: The usual daily dosage is 30 to 40 mg/kg/day in three to four divided doses. For post immunisation pyrexia: One 2.5 ml spoonful followed by one further 2.5 ml spoonful 6 hours later if necessary. No more than two 2.5 ml spoonfuls in 24 hours. If the fever is not reduced, consult your doctor. For oral administration: For short term use only. **Precautions and Warnings:** If symptoms persist for more than three days, consult your doctor. Do not exceed the stated dose. Caution is required in patients with renal, cardiac or hepatic impairment. Asthma sufferers, anyone allergic to aspirin, receiving any other regular treatment and pregnant women should consult their doctor before taking Nurofen for Children. Nurofen for Children is not suitable for patients who have a stomach ulcer or other stomach disorder. Not recommended for children under 6 months, unless advised by a doctor. **Side effects:** Rare but may include abdominal pain, nausea, dyspepsia and gastrointestinal bleeding and peptic ulceration. Also rarely, but very rarely thrombocytopenia have been reported. Bronchospasm may be precipitated in patients with a history of aspirin sensitive asthma. **Product Licence Number:** PL 00327/0085. **Licence Holder and Manufacturer:** Crookes Healthcare Limited NG2 3AA. **Legal Category:** POM and P. **Price:** £3.05. **Date:** March 1998. **References:** 1. Watson PD, Galletta G, Braden NJ *et al* Clin Pharmacol Ther 1989; 46: 9-17. 2. Siller J, Frey B, Baelocher K *et al* Clin Pharmacol Ther 1990; 44 (Suppl 70): 22-5. 3. Kautmann RE, Sawyer LA and Schienbaum ML. AJDC 1992; 146: 122-5. 4. Nabata MC, Powell DA, Durrell DE. Int J Clin Pharmacol Ther Toxicol 1992; 30 (3): 94-95. 5. Schachtel BP, Thoden WR. Pediatr Res 1994; 35 (4 part 2): 124a. 6. Berlin L, Pons G, Duhamel JF *et al* Fundam Clin Pharmacol 1991; 5 (5): 401. 7. Lesko SM and Mitchell AA. JAMA 1995; 273 (12): 929-33. 8. McIntyre J and Hull D. Arch Dis Childhood 1996; 74: 164-7. 9. Nurofen for Children summary of Product Characteristics. *than ibuprofen.

**CROOKES
HEALTHCARE**

NUROFEN
for **children**
Ibuprofen 100mg/5ml Suspension
Effective Fever and Pain
Relief for Babies & Children



FROM 6 MONTHS

SUGAR FREE/COLOUR FREE
ORANGE FLAVOUR

SUPPLEMENT TO
**CHEMIST &
DRUGGIST**

May 23, 1998

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Travellers' trots

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Model for a day

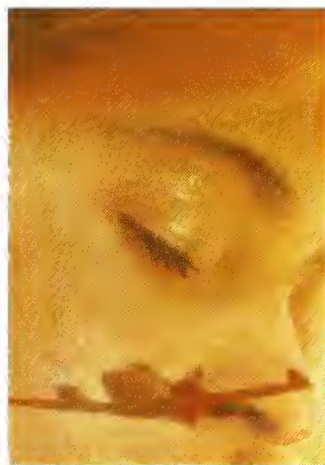
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If a holiday leaves you more stressed than before, Zita Thornton may be able to help you

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OTC

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Seasonal snuffles

It's the start of the hayfever season and consultant pharmacist Mary Allen brings us up to date on OTC management

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Going for Gold



If the summer heat leaves you feeling thirsty and tired why not try some 'vitality in a can from Japan'.

Lipovitan B3 is said to be the world's original energy drink – it was first produced in Japan in 1962. Now the delicious drink in the gold metallic can

is available in the UK.

The uniquely balanced formula includes Royal Jelly along with vitamins B1, B2 and B6, which work in synergy to help the body release energy. Lipovitan B3 is a popular choice for busy housewives, city slickers, students, drivers and sports enthusiasts.

Lipovitan B3, known as 'The Energiser', sells more than one billion cans all over the world and can now be bought for £0.99.

Now Lipovitan B3 is offering three lucky OTC readers the opportunity to join the goldrush with a reader offer. The exclusive Lipovitan B3 sports kits consist of a sports bag, a high quality track suit, a polo shirt, a baseball hat and cans of Lipovitan B3.

If you would like to get your hands on these goodies, simply send your name and pharmacy address on a postcard to OTC/Lipovitan B3 Reader Offer, Miller Freeman UK Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW by June 30. The first three names out of the bag after this date will be fully equipped to go for gold!



Summer seems to have arrived in the South of England, where for the past week or so we have been enjoying sunny weather. It certainly cheers me up when I look out of the window at blue skies and don't have to worry about taking an umbrella everywhere.

At the first rays of sunshine, the streets fill with teenagers in shorts, vests and mini skirts. However, the less amusing aspect of this display of pale flesh is that many don't bother with any sun protection. Research published by the Health Education Authority shows that many people still feel a tan is highly desirable and attractive. Although teenage girls, in particular, are aware of the dangers of skin cancer they are prepared to take the risk for the short-term benefit of 'looking good'.

In our sun protection feature on page 8 you will see that the HEA is targeting teenage girls this year by focusing on the ageing effects of sunlight rather than the health aspect. You can do your bit to help when customers come to buy sun cream for their two weeks abroad. Remind them that they need protection all through the summer, not just when they are on holiday and try to encourage them to use a higher SPF product. The HEA is recommending a minimum of SPF 15. Young mothers with children are another group that regularly use the pharmacy who could be reminded of the need for sun protection. There's no room for complacency as each year in the UK over 40,000 people are diagnosed with skin cancer and 2,000 die as a result.

If you can't bear the thought of having pale legs during the summer, turn to our fake tan feature on page 32 for tips on selecting products and applying them for maximum effect.

On a lighter note, any OTC readers who were too shy to enter out model competition last year should turn to page 20 for this year's entry form. Following the success of last year's competition, won by assistant Philippa Myles from Wolverhampton, we are delighted to announce that Miners Cosmetics has agreed to join us as co-sponsors for the 1998 competition. The closing date for entries for the OTC & Miners Cosmetics Model competition 1998 is July 3, so I look forward to receiving all your photos.

And speaking of photos, we're still offering £25 for the best photograph submitted by an OTC reader, so take a look through your holiday snaps and send one in.

So until our next issue on July 25, enjoy the sunshine, but don't forget the sunblock.

Maria Murray

Supplement co-ordinator

NEWS

Check out new regulations on analgesics

New regulation affecting the sale of analgesics come into effect in September. It's important for you to be aware of the changes as they will affect your protocols for the sale of analgesics and will require you to explain the restrictions to customers.

The new measures are being introduced to further increase the safe use of analgesics by discouraging people from buying large quantities.

With effect from September 18, the following restrictions will apply to aspirin and paracetamol tablets, capsules and soluble formulations:

- The largest GSL pack will be 16 tablets or capsules
- The largest P pack of tablets or capsules is being reduced to 32
- The maximum quantity available OTC will be 100 tablets but this will only be allowed under 'justifiable' circumstances
- Quantities of more than 100 tablets or capsules sold at any one time will be Prescription Only.
- New warnings will be appearing on paracetamol packs advising customers that 'Immediate medical advice should be sought in the event of an overdose, even if you feel well' and 'Do not take any other products containing paracetamol'.
- Each paracetamol-containing pack will have to include a leaflet stating that 'Immediate medical advice should be sought in the event of an overdose, even if you feel well, because of the risk of delayed, serious liver damage'.

You have until September 15 to sell all stocks of larger pack sizes, so it's important to keep strict control of stocks and ordering during the next few months.

Play Ball with your feet

With the World Cup starting in June it's hardly surprising that the Foot Health Council has adopted a football theme for Foot Health Week.

The slogan for this year's awareness campaign, which runs from June 1 to 7 is 'Play Ball with Your Feet' and advice is focused on sports and feet.

Trevor Prior, consultant podiatrist for West Ham Football Club, gives us the benefit of his sporting experiences with advice that includes:

- always using the correct shoe for the correct sport as this reduces the risk of injury
- make sure you use laces properly. It may be fashionable to leave the



laces undone but this means the foot is not supported properly

- try not to wear your sports socks and trainers everyday as the sweat absorbed by the socks and trainers takes longer than overnight to dry out.

So why not involve your pharmacy in Foot Health Week. The Foot Health Council has put together a comprehensive pack, supplying you with advice and tips you can pass on to customers, as well as posters and leaflets you can use to create window displays or in-store promotions. To obtain your pack please send a SAE to the Foot Health Council, 53 Welbeck Street, London W1M 7HE.

Trout with Ruby Red Orange and Mustard Sauce



The Fresh Fruit & Vegetable Information Bureau has come up with a delicious fish dish, which can be served with salad for a light summer lunch. The quantities given serve four.

Ingredients

- 4 trout, cleaned and skinned with their heads left on (approximately 8oz/225g each)
- Juice of one lemon
- 2 oz butter
- 2 Ruby Red oranges – grated rind of one and juice of both
- 1 tblsp Dijon mustard
- 2 tblsp chopped parsley
- 1 egg yolk
- Salt and freshly ground pepper

Garnish

- Segments of Ruby Red orange
- Fresh dill or parsley

Method

Place the fish in a greased, shallow oven dish. Season well and pour on the juice of the lemon. Cover and bake at 180 deg C/350 deg F/Gas mark 4 for about 30 minutes.

While the fish is cooking make the sauce: melt the butter taking care not to burn it. Add the grated rind of one orange and the juice of both, whisking it into the butter. Add the mustard and the parsley. Simmer for two minutes. Stir the egg yolk in a small bowl and drop the hot sauce in very slowly, beating all the time. Return the sauce to the pan and cook on the lowest possible heat to thicken a little. Do not boil. Keep hot in a pan of water if necessary until required.

When the fish is cooked, remove from the oven and carefully lift into a warm serving dish. Spoon over some of the sauce and serve the rest separately. (The skin of the fish can be removed, before adding the sauce, if you prefer). Decorate with peeled segments of Ruby Red Orange and fresh dill or parsley.

Who can make their pessary work 50 times harder and retain natural pH balance?



Only Canesten can.

A unique lactic acid formulation

It's the lactic acid that makes the Canesten 500mg pessary unique. Not only does the pessary improve the local bioavailability of clotrimazole by 50 times more than

other pessaries, it also helps to control microbial growth, by retaining the vagina's naturally acidic pH. So if it doesn't say Canesten it doesn't work like Canesten can.

Canesten® *Combi*

Clotrimazole 1%

Abridged product information for Canesten Combi. **Presentation:** A single Canesten 1 pessary (containing 500mg Clotrimazole BP), plus a 20g tube of Canesten cream (containing 1% Clotrimazole BP). **Indication and Dosage:** Pessary for candidal vaginitis, cream for associated vulvitis and treatment of sexual partner to prevent re-infection. **Adults (16-60):** The pessary should be inserted into the vagina using the applicator. The cream should be applied night and morning to the vulva and surrounding area and/or to the partner's penis to prevent re-infection. **Contra-indications:** Hypersensitivity to clotrimazole. **Warnings:** Pregnancy: Only under supervision of a doctor. **Side-effects:** Rarely local mild burning or irritation immediately after use. Hypersensitivity may occur. **Legal category:** P. **Package quantity and cost price:** 1 x 500mg pessary packed in foil, plus a 20g tube of Canesten Cream. An applicator for the pessary is included. £4.50 (PL 0010/0016R (cream) (PL 0010/0033 (pessary)). **Product licence holder:** Bayer plc, Consumer Care Division, Bayer House, Strawberry Hill, Newbury, Berkshire, RG14 4JA. **Date of preparation:** March 1998.

REFERENCES: 1. Rutter W. Pharmacokinetic fundamentals of vaginal treatment with clotrimazole. Am J Obstet Gynecol 1985; 152: 945-947. 2. Pharmaceutical Codex. Twelfth Edition: p175.

Whitehall offers guidance on new analgesic laws

You may or may not be aware of significant changes relating to the sale of analgesics which are coming into effect this September.

To assist pharmacy staff Whitehall Laboratories, the manufacturer of Anadin, is launching an information service offering guidance on this complex issue. The service includes an Anadin freephone helpline (Freephone Helpline: 0800 269034) to give advice and help make the transition to smaller pack sizes as smooth as possible.

The company's communications campaign includes sponsorship of the C&D Cambridge 'Counterpain' training module, devoted entirely to the new analgesic laws and how they affect pharmacists and assistants.



Cut-price sun protection

Consumer affairs minister Nigel Griffiths has called for sun lotion manufacturers to follow the example of the Co-op and cut the prices of sun screens.

Earlier this month, the Co-op announced that it would be selling branded sun lotions at cost price to encourage customers to protect themselves and their families.

Mr Griffiths said: "Sun tan creams must not be seen as a fashion product." He has written to manufacturers and retailers urging them to reduce prices. His campaign is being supported by Fraser Kemp MP, whose wife Pat has skin cancer.

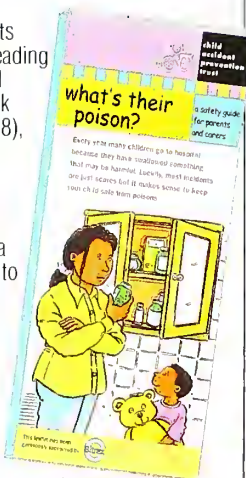
The issue of price has divided manufacturers. International Classics Brands managing director David Reiner calculates that it costs all manufacturers about £0.70 to produce 200ml of a Sun protection Factor 6 lotion. Yet prices range from £2.99 for Malibu (ICB) and Delph products to over £8 for other leading brands such as Ambre Solaire and Piz Buin.

Manufacturers such as Laboratoires Garnier and Novartis Consumer Health defended the higher prices, explaining that they invested heavily in research and development of improved products and, in some cases, they had held the prices and absorbed higher production costs.

Don't poison your children

As part of its activities leading up to Child Safety Week (June 22-28), the Child Accident Prevention Trust is launching a new leaflet to prevent accidental poisoning.

'What's their poison?' A safety guide for parents and carers' gives clear advice on using and storing tablets, other medicines and household products, as well as first aid instructions on what to do in an emergency. A useful resource during Child Safety Week or at any other time, the leaflet is available from the CAPT, 18-20 Farringdon Lane, London EC1R 3AU, priced at £6.50 for the first 100, £5 for each additional 100. Send a cheque made payable to Child Safety Services Ltd. The CAPT also produces a resource pack full of other materials.



Irresistible aromas

The next time you find yourself irresistibly drawn to a stranger it may not be his looks or personality that's the cause — it could be his aftershave.

Research carried out by scientists in New York has found that the inclusion of artificial pheromones in aftershave significantly improved the love lives of male volunteers. After applying the active aftershave, men were more likely to find women kissing them, being affectionate towards them, sharing their beds and having sex with them.

Pheromones are naturally occurring, odourless chemicals, secreted by the body, which animals use to attract mates.



Pharmacy assistant Margaret Eyatou and her 'boss in a million' Geoffrey Ries

A boss in a million

There's no denying that all of us moan about our bosses and their annoying ways. However, pharmacy assistant Margaret Eyatou, from Ries Chemist in Neasden, north London, must be the exception that proves the rule.

A few weeks ago, Margaret wrote to *Over the Counter* telling us what a wonderful employer pharmacist Geoffrey Ries is. "He's kind, thoughtful and knows exactly what to say to customers to boost their morale."

Not only does he find time to listen to customers, Margaret tells us, but "he is also considerate towards his staff. We do our own work and he has complete confidence in us which makes us feel proud".

Mr Ries has worked as a pharmacist in Neasden for 42 years and has looked after two or more generations of Neasden residents. It is a measure of his popularity that many customers who have moved out of the area return to have their prescriptions dispensed at Ries Chemists.

We were very impressed with the loyalty Mr Ries commands from his staff and agree with Margaret that he is 'a boss in a million'.

Put your best foot forward with Scholl

On those hot summer days do you slip on a pair of delicate open toe sandals and show off your brightly painted nails or do you slip in to shoes or trainers making your feet hot, sweaty and slightly smelly? Fortunately, Scholl has an extensive range of footcare products to solve most of the common problems associated with feet.

Tackle cracked heels or dry hard skin on the feet with Scholl's Intensive Deep Moisturising Cream. Formulated with aloe vera, cocoa butter and vitamin E this easily absorbed cream is sure to soften and moisturise.

If sweaty feet or smelly shoes are the problem, Scholl Fresh Step Sprays are the answer. The antiperspirant, deodorising spray powder for the feet offers 24 hour protection, while the wet spray for shoes combines deodorising and

antibacterial actions.

Scholl is offering 20 OTC readers a treat for your feet with a special footie goodie bag. Each draw string bag contains a Scholl Fresh Step Foot Spray (50ml), Fresh Step Shoe Spray and Deep Moisturising Cream (20ml)

To enter this free prize draw, simply send your name and address on a postcard to OTC/Scholl reader offer, Meads, PO Box 12, West PDO, Leen Gale, Lenton, Nottingham NG7 2GB. Closing date for entries is June 26. The first 20 cards out of the bag will have no excuse for not having their feet in tip top shape.



Can you treat thrush even when she's sneezing?



Canesten can.

Drug interactions are always a concern, for example, with certain products prescribed for hayfever. Fortunately Canesten Combi, unlike some

Canesten® *Combi*
Clotrimazole 1%

other thrush treatments, has no known drug interactions, so it can relieve the itch immediately and clear the infection fast - whatever else she is taking.

Abridged product information for Canesten Combi. Presentation: A single Canesten 1 pessary (containing 500mg Clotrimazole BP), plus a 20g tube of Canesten Cream (containing 1% Clotrimazole BP). **Indication and Dosage:** Pessary for candidal vaginitis; cream for associated vulvitis and treatment of sexual partner to prevent re-infection. **Adults (16-60):** The pessary should be inserted into the vagina using the applicator. The cream should be applied night and morning to the vulva and surrounding area and/or to the partner's penis to prevent re-infection. **Contra-indications:** Hypersensitivity to clotrimazole. **Warnings:** Pregnancy: Only under supervision of a doctor. **Side-effects:** Rarely local mild burning or irritation immediately after use. Hypersensitivity may occur. **Legal category:** P. **Package quantity and cost price:** 1 x 500mg pessary packed in foil, plus a 20g tube of Canesten Cream. An applicator for the pessary is included, £4.50 (PL 0010/0016R (cream) (PL 0010/0083 (pessary))). **Product Licence holder:** Bayer plc, Consumer Care Division, Bayer House, Strawberry Hill, Newbury, Berkshire, RG14 4JA. **Date of preparation:** March 1998.

Beware of the killer RAYs

Although it is well recognised that overexposure to the sun's rays causes skin cancers and premature ageing, many people continue to sunbathe – and sunburn. Victoria Goldman highlights the need to change our attitudes towards sun protection

It's hard to reconcile the fact that the bronzed look is still very much in fashion, even though the slightest tan is a sign of skin damage.

Research by the Health Education Authority shows that more than three-quarters of young women spend their summers in search of the perfect glow, putting themselves at risk of sunburn and, more seriously, skin cancer. Although the majority is aware of the risks, more than a third of female sunbathers aged 16 to 24 were sunburnt in the past year.

Many people are still not protecting themselves and

Sun Safety Tips

- Seek shade under a tree or umbrella
- Avoid the sun during the hottest part of the day, usually between 11am and 3pm
- Wear a wide-brimmed hat
- Cover up with tightly-woven loose-fitting clothing
- Use a sunscreen of SPF15 or higher with maximum (four-star) UVA protection
- Wear sunglasses to the new European Standard EN1836:1997

their families from the sun and its harmful UV rays. This year, the HEA's Sun Know How campaign is targeting four high-risk groups – young women, babies and children, outdoor workers and teenagers – using a mixture of humour, shock tactics and practical advice to get the safety messages across. With nearly 90 per cent of sunpreps sales through pharmacies, this is an area where pharmacy assistants have a vital role to play.

Cancer risk

Two types of UV rays – UVA and UVB – are responsible for skin damage.

- UVB rays penetrate the upper layers of the skin. Although these rays will cause 'tanning',

Continued on p10



Unistat

New from
Eucerin

Dry skin: now there's an answer for everybody

With surveys showing that one in five people suffer from dry skin, it's not surprising that many of your customers are likely to ask your advice on management, prevention and treatment.

You, and they, may already be aware of the effectiveness of Eucerin with urea. Eucerin is the number one dermatologist-recommended range in the USA and it's fast establishing itself here in the UK, with professionals and consumers alike.

Now, new **Eucerin 10% Urea Cream** is prescribable, so your customers can ask their doctors to assess their need for it. The Eucerin 10% Urea Cream is especially



suitable for Atopic eczema (dermatitis), Ichthyosis (congenital dry, rough and scaly skin), Xeroderma (a milder form of ichthyosis with 'bran'-like scales) and Hyperkeratosis (thickening of the outer layer of the horny skin).

Eucerin with Urea – what makes it effective?

The Eucerin range contains varying concentrations of the active ingredient urea. Urea is a Natural Moisturising Factor found in healthy skin. It maintains the skin's normal moisture content, keeping skin supple, soft and smooth. Some

levels of urea are reduced.

However, Eucerin with urea can help restore the skin's moisture balance by binding in moisture, for long-lasting effective relief in dry skin conditions. The urea in Eucerin works in just the same way as the urea found naturally in the skin:

- It binds water, locking in moisture for long-lasting relief
- It increases the concentration of natural water-binding substances on the skin's surface
- It has a softening action on the outer layer of the skin
- Eucerin's water-in-oil formulation results in effective, slow-releasing penetration of the skin, allowing the urea to reach right down into the deeper layers of the skin.

Result? Immediate hydration and relief of the roughness and dryness, together with a longer-term protective effect, as the skin is helped to retain its moisture content.

Urea also relieves one of the worst effects of some skin conditions – the maddening itch. So there's less need to scratch, and a reduced risk of possible infection due to repeated scratching. This makes Eucerin useful for treating toddlers and children who cannot resist the urge to scratch when their skin is inflamed.

Urea has also been shown to be especially helpful for sufferers of psoriasis and eczema. You can advise customers who are affected by small patches of dry (or eczematous) skin to use Eucerin cream in 5% or 10%

concentrations, depending on how severe their problem is.

Larger areas of dry skin, or all-over dryness, can be treated with Eucerin Lotions (Either 3% or 10%, again depending on the severity). These are quickly absorbed and easy to apply – so no more messy or sticky creams, which makes some products so off-putting for parents of sufferers, and sufferers themselves.

The Eucerin 3% Urea Lotion is recommended for mild to moderate dryness, and it is especially suitable for children. The Eucerin 10% Lotion is for adults only, except on medical advice.

Eucerin Shower Therapy is a gentle cleanser for people with dry skin and/or who find soaps and detergents irritate their skin. Its high oil content soothes, softens, and helps protect against dry and itchy skin. It's used in the shower or the bath, and Eucerin lotions or creams can also be applied afterwards (when the skin is still slightly moist for maximum hydration).

It may also be useful to customers, to advise that as with all emollients, Eucerin should be applied:

- Thinly
- Gently in a downward motion
- Twice daily or as required.



Free samples, booklets and POS materials

A free consumer booklet on problem skin, including eczema, with useful treatment and prevention tips, is available from Dendron, plus details of promotional trial sizes and POS materials. Telephone: 01923 205720.

The Eucerin range

Eucerin 3% Urea Lotion

Use for mild to moderate dry skin anywhere on the body. It is especially suitable for children with dry skin conditions.

Eucerin 10% Urea Lotion

Use for extremely dry skin in adult sufferers, all over the body. Its high concentration of urea provides intensive water-binding capacity. Please note: the 10% Lotion is not recommended for young skins, unless otherwise advised by the medical specialist.

Eucerin 5% Urea Cream

For smaller areas of problem dry skin, such as knees, heels, elbows or hands, where the horny layer of the skin may be thicker and require more intensive treatment than the 3% Lotion.

Eucerin 10% Urea Cream

This prescribable cream is recommended for extremely dry skin conditions such as atopic eczema which need a more intensive and prolonged water-binding capacity.

Eucerin Shower Therapy

Contains natural oils to cleanse, soothe, soften and protect. Highly recommended for adults and children whose skin reacts to normal soaps and detergents.



people find their skin's moisture content is affected by conditions such as eczema or by extreme cold or heat. The dryness that results can cause flakiness, scaling, roughness and inflammation, and occasionally infection – especially if the skin is itchy and the sufferer scratches, breaking the skin. When the skin is dry, the skin's natural

Product Information

Active ingredients: Urea EP 10% w/w is the active ingredient. It also contains benzyl alcohol EP, light liquid paraffin EP, sodium lactate solution DAB, magnesium stearate EP, microcrystalline wax USP/NF, triglycerol diisostearate DAC, isopropyl palmitate EP, wool alcohols (EUCERIT), magnesium sulphate EP and purified water EP. Available in 50ml and 150ml pack sizes. **Uses:** Eucerin 10% urea cream is a hydrating agent used for the relief and treatment of skin conditions like atopic eczema, (Dermatitis), ichthyosis (an inherited condition in which the skin is dry, rough and scaly because of a defect of cornification), xeroderma (a mild form of ichthyosis in which the skin develops slight dryness and forms scales) and hyperkeratosis (thickening of the outer layer of the skin). **Side-effects:** Local skin irritation may sometimes occur, particularly if Eucerin 10% urea cream is applied to inflamed or sensitive skin or in excessive amounts. This usually resolves quickly when treatment with the cream is stopped. However, if the condition of the skin worsens or if there is no improvement, consult your doctor. **Product licence number:** PL 14160/0003. **Price:** 50ml, £6.25; 150ml, £13.99. **Product licence held by:** Beiersdorf UK Ltd, Yeomans Drive, Blakelands, Milton Keynes MK14 5LS. **Manufacturer:** Juvena Produits de Beaute GmbH, Bluetenfeldplatz D-76532, Baden-Baden, Germany

Skin cancer - know the facts

- Each year in the UK over 40,000 people are diagnosed with skin cancer
- Each year in the UK about 2,000 people die of skin cancer
- Skin cancer is the second most common cancer in the country
- Over the past 15 years the incidence of skin cancer has doubled and continues to rise
- Regular use of a sunbed increases your chances of developing skin cancer

Continued from p8

overexposure to UVB rays causes sunburn

● UVA rays penetrate deeper below the skin's surface and damage the collagen and elastin which keep it supple and firm. Exposure to these rays over a period of time will lead to wrinkles and other signs of premature ageing.

Although sunburn is not an immediate risk to health, repeated exposure to UVA and UVB may lead to skin cancer, now the second most common cancer in the UK with about 40,000 new cases diagnosed each year.

Non-melanoma skin cancers are associated with long-term exposure to the sun. They are most prevalent after middle age and tend to strike people who spend a lot of time outdoors, such as builders or gardeners. These cancers are found on parts of the body commonly exposed to the sun, such as the back of the neck, head and forearms, and are usually curable.

Malignant melanoma, the most dangerous form of skin cancer, is most common among 20- to 34-year-old women. It is linked to exposure to short bursts of intense sunlight, such as on weekends or holidays. Although relatively rare, it is responsible for three-quarters of skin cancer deaths. It is most common in people not used to the sun, particularly those with pale freckled skin that tends to burn easily.

Protective measures

Research by the HEA last year showed that more people are spending their leisure time outdoors, but only a third are using sunscreens. Sun protection is associated with more traditional sun-worshipping activities such as sunbathing, so it is often overlooked.

In addition, sunscreens are marketed as being a holiday purchase, even though you can get severely burnt without leaving the UK. On a typical British summer day, temperatures often soar into the 80s and 90s, and the sun can be as strong as in some

Mediterranean countries.

Children are particularly at risk, as they have little natural sun protection and spend a lot of time outdoors. For most people, half of their lifetime UV exposure occurs before the age of 18 years.

There is also worrying evidence that it takes just six bouts of bad sunburn in childhood to double the risk of developing malignant melanoma.

Although babies and young children have to rely on adults to protect them in the sun, awareness of sun damage should start as early as possible. At least four out of five cases of skin cancer could be prevented by a few simple precautions, and many sunscreen manufacturers have joined forces with primary schools to educate children on the dangers of sun exposure.

Sunscreens

A sunscreen enables you to stay in the sun for longer without getting burnt. Most products have a sun protection factor (SPF), which is a measure of how much the sunscreen protects against UVB rays. There are now products ranging from SPF 2 up to 60 or more. The higher the SPF, the greater the protection.

Experts no longer recommend working out which SPF is most suitable for your skin type, as this is causing too much confusion among consumers. To be on the safe side, they advise a sunscreen with at least an SPF 15 for adults and an SPF 25 for children and people with sun-sensitive skin. You need to protect against UVA rays too, by using products with at least three stars on the UVA star system.

On-pack information has improved in recent years, with clearer advice on how much sunscreen to apply, when and how often.

- For maximum protection, you must apply the sunscreen thickly and evenly over all exposed skin, paying particular attention to lips, ears, neck, bald patches, hands and feet.
- Re-apply every two hours, especially before and after swimming.
- Apply more regularly during sporting activities, as

sweating can lower the sunscreen's effectiveness.

- In a typical day, you should use about a third of a 100 ml bottle, depending on your size.

Retail practices

Choosing a sunscreen product isn't just a case of looking at the SPF and star rating, as formulations vary for different groups of people. In addition, you can now choose between gels, creams, roll-ons, lotions and even sprays.

Sunscreens for babies and young children have higher SPFs than adult versions, and are less likely to cause skin sensitivity.

Products you may be familiar with include Uvistat Babysun lotion and creams, Ambre Solaire Kids, Delph SPF 30 in a 400ml children's bottle, the Maws range now available in new bottles with a non-slip shape, Sun 45 SPF50 or Hawaiian Tropic Baby Faces & Tender Places. Products in the new children's range from Delial leave a visible sheen on the skin so parents can see when re-application is necessary. Looney Tunes for Kids, from Linco Impex, is a new range of high protection sun products with a built-in insect repellent. Johnson's Suncare has just introduced a new Kids SPF35 Long-Lasting Sun Block Lotion which is extra sweat and water resistant to meet the needs of active children.

While adult products mainly use chemical barriers, which absorb UV rays but allow a small amount to reach the skin, children's products use physical barriers such as titanium dioxide, which act as total blocks.

Sports products tend to be aimed at men or outdoor workers and have extra sweat-proof and water-resistant properties. Such products include the new Malibu Sport Cooling Protective gel SPF8, Banana Boat Action Sport, a quick-dry spray gel sunblock SPF 25, SunSense Roll-on Sport SPF20 which gives six hours water resistance, and Ultrasun Sports Formula SPF20 or Nivea Sun Sport Lotion SPF 15 or 25.

Sun allergy sunscreens, which are hypoallergenic, are aimed at the one in five people in the UK suffering from sun sensitivity, which may be a reaction to the sun itself or to normal product formulations. New to the Ambre Solaire range this year is Total Screen for Sun-

Sensitive Skin SPF60.

Sun protection products can be an expensive purchase, especially for a large family if each member requires a different formulation. To make sunscreens more accessible, manufacturers have introduced lower-priced products and larger packs.

Sun safety

Several manufacturers now use the HEA's Sun Safety Code on their sun care range. The code gives clear and simple advice on how to avoid sunburn and reduce the risk of developing skin cancer in later life. The five key messages are:

- Take care not to burn
- Cover up
- Protect children
- Seek shade (especially between 11am and 3pm)
- Apply sunscreen with an SPF of at least 15 generously.

To use the code on their products, manufacturers must have a responsible advertising campaign, be promoting their products as sun protection rather than tanning aids, have at least a Boots three-star rating and produce all their products with an SPF factor.

But sunscreens don't provide 100 per cent protection, and there are worries they may encourage people to bask for longer by removing the fear of burning. The best protection of all is to stay out of the sun, especially in the case of babies and young children.

If they are going to be exposed to the sun, consumers should be encouraged to cover up.

"I'm all right as I've got dark skin"

It's true that if you have brown or black skin you have a lower risk of developing skin cancer and you do not normally need to apply sunscreens.

However, too much sun can cause thickening of the skin leading to wrinkles and premature ageing, irrespective of skin colour. And although the high levels of melanin in dark skin offer protection from the sun it is still possible for the skin to darken and burn with too much sunlight. There is also the risk of heat stroke, particularly in children and babies.

So the message is still to take care in the sun, particularly in hotter regions where the sunshine is more intense.

No.1

TUTORIAL

OTC

OVER THE COUNTER

&



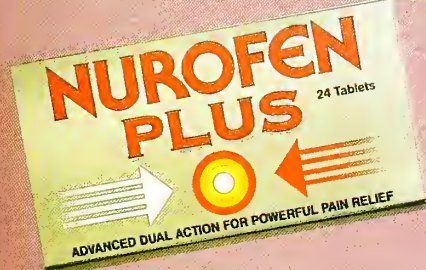
**CROOKES
HEALTHCARE**

bring you

NUROFEN[®] ADVANCE

NUROFEN[®] PLUS

Nurofen Advance delivers rapid pain relief while Nurofen Plus delivers powerful pain relief. This article looks at the particular features of each product.



The pressures of work and home life have meant that many people are now demanding rapid and powerful pain relief: rapid relief is preferred when people want to quickly get on with their lives and for severe pain, powerful pain relief is required.

To meet these requirements, Crookes Healthcare has developed two different formulations to add to its well-established Nurofen brand: New Nurofen Advance and Nurofen Plus.

NUROFEN ADVANCE

Nurofen Advance contains ibuprofen lysine 342mg (equivalent to 200mg ibuprofen) per tablet.

Lysine is a water soluble amino acid, found naturally in lean meat, fish, potatoes and milk. When combined with ibuprofen it forms a salt that works faster than standard ibuprofen acid because the lysine facilitates the dissolution and so speeds up the absorption of ibuprofen into the blood stream ⁽¹⁾.

Features

- Rapidly absorbed
Peak plasma levels are reached twice as fast as standard ibuprofen ⁽¹⁾
- Rapid onset

Ibuprofen lysine has been shown to get to work faster than solid dose forms of aspirin ⁽²⁾, paracetamol ⁽³⁾ and even standard

Objectives

- To be familiar with the constituents of Nurofen Advance and Nurofen Plus
- To recognise the particular therapeutic features of each
- To be aware of the products' safety and tolerability

ibuprofen ^(4,5).

This is evaluated by measuring the time to meaningful pain relief and the time to a pain intensity difference of at least one unit.

- Duration of action is not compromised

Ibuprofen lysine has a similar duration of action to standard ibuprofen despite it being more rapidly absorbed ⁽¹⁾.

Indications

Nurofen Advance is indicated for a wide range of indications but is particularly appropriate when rapid pain relief is required such as headache before a meeting, backache from playing sport or a sudden sprain.

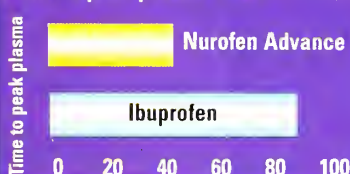
NUROFEN PLUS

Launched in 1995, Nurofen Plus has become one of the fastest growing Pharmacy products. It contains ibuprofen 200mg and codeine 12.8mg (maximum OTC doses) which work in two ways.

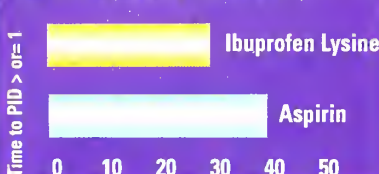
Ibuprofen in Nurofen Plus and Nurofen Advance works by inhibiting certain pathways that lead to pain. This has the effect of desensitising the nerve endings to the pain chemical messengers. Codeine is an analgesic which is often added to aspirin, paracetamol or ibuprofen to enhance their pain killing properties. Low doses of codeine are used in over the counter products and higher doses in prescription preparations. Constipation is a common side effect but codeine may also disturb sleep if taken at night.

Nurofen Plus is recommended for times when powerful pain relief is required such as migraine, cramping period pain, neuralgia, sciatica and lumbago.

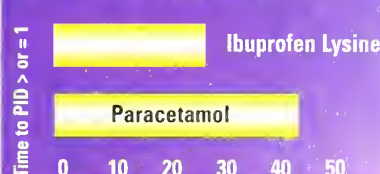
Time to peak plasma levels (1)



Time to Pain Intensity Difference > or = 1 (2)



Time to Pain Intensity Difference > or = 1 (3)





Safety and tolerability

Both New Nurofen Advance and Nurofen Plus are generally well tolerated analgesics. Side effects for Nurofen Advance and Nurofen Plus are the same as those for ibuprofen and mainly affect the gut. The main side effect with codeine is constipation but may also include nausea and drowsiness. The elderly are more prone to the side effects of codeine.

Nurofen Advance and Nurofen Plus should not be recommended to patients with asthma, ulcers of the gut, and those who are allergic to aspirin or other non-steroidal anti-inflammatory drugs.

Remember WWHAM

Always remember to use WWHAM when deciding whether Nurofen Advance or

Nurofen Plus is suitable for a particular customer.

- Who is the medication for?
- What are the symptoms?
- How long has the customer had the symptoms for?
- What Action taken already?
- What Medicines have been taken already?

References

- 1 Geisslinger G et al. Drug Invest; 1993; 5(4) 238-242
- 2 Nelson, SL, Brahm, JS, Karn SH et al. 1994, Clin Ther; 16: 458-465
- 3 Mehlisch, CR, Jasper, RD, Brown, P et al. 1995, Clin Ther; 17: 852-860
- 4 Hummel, T, Huber, H, Kobal, G, 1995, Pharmacology Communications Vol 5: 101-1084
- 5 Cooper, SA, Reynolds, DC, Gallegos, LT et al. 1994 Clin Pharmacol & Ther; 55: 126 and data on file, Boots Healthcare International.

NUROFEN ADVANCE

Tablet Containing: 342mg of ibuprofen lysine (equivalent to 200mg ibuprofen).

Also contains: Povidone, Microcrystalline Cellulose, Magnesium Stearate, Hydroxypropylmethyl Cellulose, Hydroxypropyl Cellulose, Titanium Dioxide (E171).

Indication: For the relief of mild to moderate pain, including rheumatic and muscular pain, backache, neuralgia, migraine, headache, dental pain, dysmenorrhoea, feverishness, symptoms of cold and influenza.

Dosage: In adults and children 12 years of age and older - initial dose: 2 tablets with water followed by 1 or 2 tablets every 4 hours if necessary. do not take more than six tablets per day. **Contraindications:** History of hypersensitivity to any component of this product or to any non-steroidal anti-inflammatory drug. Cross reactions may occur with this drug class. Active gastrointestinal ulcer. Children under 12 years.

Precautions: Patients will be instructed to consult their doctor if symptoms persist for more than three days. Patients should seek medical advice if pain or fever worsen, or new symptoms occur. Use Nurofen Advance with caution in patients with asthma or a history of asthma. **Side Effects:** The following, although not exhaustive may occur with Nurofen Advance/ or ibuprofen. Common (1%): dizziness, epigastric pain, fatigue, headache, dyspepsia, diarrhoea, nausea, rash. Less common (0.01 - 1%): allergic reactions (swelling, hives), rhinitis, GI bleeding, peptic ulcer, insomnia, visual disturbances, hearing disturbances. Rare (<0.01%): oedema, leucopenia, thrombocytopenia, aseptic meningitis (usually in patients with autoimmune disease), GI perforations liver function abnormalities, depression, renal dysfunction. Nurofen Advance like ibuprofen acid may prolong bleeding time by reversible inhibition of platelet aggregation.

Product Licence Number: PL 13249/0001 **Licence Holder:** Johnson & Johnson MSD Consumer Pharmaceuticals HP10 9UF **Manufactured by:** Merck Manufacturing Division, NE23 9JU **Legal Category:** P **Price:** £1.65 for 10, £2.89 for 20 and £5.45 for 40. **Date:** November 1997.

NUROFEN PLUS

Each tablet contains 200mg ibuprofen BP and codeine phosphate 12.8mg. **Indications:** For the relief of pain in such conditions as: rheumatic and muscular pain, backache, neuralgia, migraine, headache, dental pain, dysmenorrhoea, feverishness, symptoms of colds and influenza. **Dosage and Administration:** Adults and children over 12 years. One or two tablets every four hours. Children under 12 years not recommended. Do not take more than 6 in 24 hours. **Contraindications:** Respiratory depression, hypersensitivity to ibuprofen or codeine, or a history of peptic ulceration, chronic constipation.

Precautions and Warnings: Nurofen Plus tablets should be used with caution in patients with gastrointestinal disease. In patients receiving anticoagulant therapy prothrombin time should be monitored daily for the first few days of treatment. Nurofen Plus tablets should be used with caution in those with hypotension, hypothyroidism, hepatic and/or renal impairment. The tablets should be used with caution in patients with raised intracranial pressure or head injury. Bronchospasm may be precipitated in patients suffering from or with a history of bronchial asthma or allergic disease. The possibility of cross-sensitivity with aspirin and other non-steroidal anti-inflammatory agents should be considered. If symptoms persist for more than 7 days, patients should consult their doctor. patients receiving regular medication, asthmatics, anyone allergic to aspirin, and pregnant women should consult their doctor before taking Nurofen Plus. **Side effects:** Adverse effects occurring with ibuprofen include gastrointestinal disturbance, peptic ulceration and gastrointestinal bleeding. Other less frequent adverse effects to ibuprofen include skin rash and thrombocytopenia. Side effects to codeine include constipation, respiratory depression, cough suppression, nausea and drowsiness. **Product Licence Number:** PL 0327/0082 **Licence Holder:** Crookes Healthcare Limited, Nottingham NG2 3AA. **Legal Category:** P **Price:** £2.09 for 12, £3.95 for 24, £6.99 for 48 and £8.85 for 72 **Date:** January 1998

Testing your understanding

This tutorial, together with the following questions, provides one hour of continuing education. Test your understanding by answering these questions, then check your answers by phoning our computerised Telephone Marking Service on **0990 27 44 25** for an immediate result. Just listen to the instructions and press buttons 1 or 0 to indicate your answers. "1" indicates true; "0" indicates false.

College of Pharmacy Practice members or pharmacists reaching the required 70% standard and requiring a Certificate of Completion should send a signed photocopy of this completed questionnaire to: Sue Cheeseman, Pharmacy Group Special Projects, Miller Freeman UK Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW. (Please note that calls are charged at standard national call rates only.) Assistants who reach the same standard should do likewise. They will be sent *Chemist & Druggist* /Crookes Healthcare certification.

Please enter below your name and status (eg 'pharmacist', stating RPSGB/PSNI number, or 'assistant'), pharmacy, address, phone number:

1 Ibuprofen lysine 342mg is equivalent to ibuprofen 200mg

☐ Yes ☐ No

2 Ibuprofen lysine is found in all Nurofen products

☐ Yes ☐ No

3 Normal ibuprofen dissolves more rapidly in the gut than ibuprofen lysine salt

☐ Yes ☐ No

4 Lysine is an amino acid found naturally in meat and fish

☐ Yes ☐ No

5 Constipation is a common side effect of codeine

☐ Yes ☐ No

6 Ibuprofen works by inhibiting certain pathways that lead to pain

☐ Yes ☐ No

7 Nurofen Plus ingredients are at maximum doses allowed OTC.

☐ Yes ☐ No

8 Nurofen Plus can be taken by children over the age of 6 years

☐ Yes ☐ No

9 Nurofen Plus and Nurofen Advance have no additional indications to those of standard Nurofen

☐ Yes ☐ No

10 Nurofen Plus can be taken every 4-6 hours

☐ Yes ☐ No

Hair away

Summer's on the way, along with bare limbs and bikinis, so the thoughts of many of us turn to smooth, hair-free skin. Maria Murray looks at the options

So you've decided you can no longer hide your hairy legs under your woolly winter tights or jeans. You're not alone, as consumer research has found that eight out of ten British women remove hair. If you need further encouragement, consider the fact that hair grows faster in the summer, stimulated by the heat. So what are the options?

Shaving

Shaving is the most popular method of depilation and likely to hold this position for many years to come because it's cheap, quick and convenient. Even if you've forgotten to buy your own razor or replace the blades, there's usually some male member of the household who's unwittingly left his precious blades within reach. Seven out of 10 women in the UK shave regularly and half of us confess to using a man's razor – boyfriend, husband, brother or long-suffering father.

Drawbacks include a fairly rapid regrowth (within one to two days), unsightly nicks from the blade and the risk of ingrown hairs. The good news is that shaver manufacturers have been refining their hardware and developing complementary products such as shaving gels and aftershave creams to ensure the end result is soft smooth skin.

● **Products we like**
Philips Ladyshave & Care, a combination of a high performance power shaver and a unique shaving balm can be used wet in a bath or shower, or on dry skin. The



Picture courtesy of Richards & Appleby

Home waxing products remove hair for up to eight weeks at a time

moisturising balm allows the razor to glide nearer to the skin giving a closer shave and the promise of another ten hours of regrowth time. The inclusion of aloe vera and pro-vitamin B soften the skin after shaving. There are four models ranging in price from £29.99 to £44.99, with refill bottles of the balm retailing at £3.99.

Nivea Body Soothing After Shave Creme (125ml, £3.25) is a new product formulated to prevent irritated skin and the red pimples caused by in-grown hairs. It contains panthenol to soothe and calm irritated

skin, and aloe vera to smooth and rehydrate the skin – ideal for use on the legs and underarms.

Satin Care Moisture Rich Shave Gels (200ml, £3.09) from Gillette, available in dry skin or sensitive variants, are designed to counteract the drying effects of shaving and give you a smoother shave than your usual bar of soap.

Wilkinson Sword Lady Protector shaving mousse, available in dry skin and sensitive variants (150ml, £2.09), has a luxurious texture that also effectively moisturises the skin.

Potions and lotions

If you're after a longer-lasting effect, hair removal creams, sprays and lotions dissolve the hair beneath the skin, keeping regrowth at bay for five to seven days. Traditionally the pungent odour of these chemicals kept us firmly attached to our Bic razors. Fortunately, manufacturers have managed to improve the smell and presentation of these depilatories.

However, those of us with sensitive skin, eczema or

Continued on p14 ►

Continued from p13

any other skin problem should be extra careful. Manufacturers recommend everyone should do a small patch test in case they react to any of the ingredients.

To complement the improved formulations, manufacturers have also looked at how they can make the products more user-friendly. Last year Reckitt & Colman, the maker of Immac, launched the Duo Perfect spatula for use with its creams – a simple but effective modification that makes it easier to apply and, in particular, remove the cream.

This year, in response to consumer demand, it has introduced Immac Sensitive Underarm Stick which looks similar to a stick deodorant and is ideal for underarm use.

● **Products we like**
Immac Sensitive Underarm Stick (£3.99) is a solid stick format of Immac Sensitive Cream. Twisting the bottom of the stick propels the cream upwards so that it can be applied in one sweep. After five minutes it can be removed using the Duo Perfect spatula.

Nair's 3 in 1 Gel (£4.49) with its moisturising particles in a cool blue gel is bound to prove popular, as you merely smooth it on and shower it off. The moisturising particles suspended in the gel contain allantoin and vitamin E while the gel itself is rich in aloe and Natural Moisturising Factor.

Waxing lyrical

The only lyrics most of us associate with waxing are screams of pain. There's no getting away from the fact that waxing is the most painful of the depilation methods we're looking at, but the results are worth it – four to eight weeks before you get regrowth. And when the hair does reappear it tends to be finer and softer, as you are removing it from the root.

Until recently, waxing was largely carried out by beauty therapists in salons. However, manufacturers such as Richards & Appleby and Immac have developed home kits that can produce excellent results, providing you have patience, and a high tolerance level for pain.

To get the best results from warm waxing the hair needs to be at least 4mm long and the skin should be clean and dry. Most kits suggest using the microwave to heat the



Picture courtesy of Palmer's Cocoa Butter

wax, which is certainly a lot easier than boiling pots of water. Once the wax has been applied, cotton strips are placed on the wax and then pulled off with the unwanted hair attached. To make it less painful you are advised to remove the strips against the direction of hair growth, and quickly.

Cold wax strips are an easier option as they require only your body heat. Simply warm them between the palms of your hands, press them onto the hairy skin and pull, taking care as ever to pull quickly and against the direction of hair growth.

Nair has just launched a unique waxing product that requires no heating but still delivers up to six weeks of hairless skin.

● **Products we like**
Nair Easy Wax (£7.49) is a sugar-based wax that requires no heating. It is simply squeezed onto the skin and spread with a supplied spatula before cotton strips are placed over it and then pulled away as before. Chamomile is included in the formulation for its soothing effect.

Smooth Appeal Wax Eazy (£6.95) from Richards & Appleby can be heated up in the microwave within a few seconds and then spread over the skin with the specially designed nozzle on the pack. The formulation includes aloe vera to soothe and moisturise the skin.

Immac Warm Wax with Applicator (125ml, £7.99) can also be heated in the microwave in a matter of seconds and then applied from the pack. The applicator makes it easier to apply an even film of wax to your skin.

Epilators

Epilators have a well deserved reputation for pain, but as the old saying goes, no pain no gain. Epilators trap hairs within rotating discs and pull them out by the roots, guaranteeing a regrowth time of about six weeks.

This method is best suited to the tougher skin of your legs than the delicate skin of your bikini or underarm areas, and epilator users assure me that the pain decreases with practice.

● **Products we like**
Braun Silk-épil Supersoft 2-in-1 epilator and interchangeable shaver head (£54.99), claims its staggered tweezer-grip, designed to cover a larger area of skin and hold it tight while hairs are plucked out, reduces discomfort. The interchangeable shaver head can then be used on bikini or underarm areas.

● **Philips Total Depilation System** consists of the Philips Sensitive Epilator and the Ladyshave Wet & Dry. It retails at £54.99, a saving of £10 on the cost of buying them separately.

PRODUCT INFORMATION: NUROFEN

ADVANCE. Tablet containing: 342 mg of ibuprofen lysine (equivalent to 200 mg ibuprofen) **Also contains:** Povidone, Microcrystalline Cellulose, Magnesium Stearate, Hydroxypropylmethylcellulose, Hydroxypropyl Cellulose, Titanium Dioxide (E171). **Indication:** For the relief of mild to moderate pain, including headache, rheumatic and muscular pain, backache, neuralgia, migraine, dental pain, dysmenorrhoea, feverishness, symptoms of cold and influenza **Dosage:** In Adults and Children 12 years of age and older – Initial dose: 2 tablets with water followed by 1 or 2 tablets every 4 hours if necessary. Do not take more than six tablets per day.

Precautions and Warnings: History of hypersensitivity to any component of this product or to any non-steroidal anti-inflammatory drug. Cross reactions may occur with this drug class. Active gastrointestinal ulcer. Children under 12 years. Precautions patients will be instructed to consult their doctor if symptoms persist for more than three days. Patients should seek medical advice if pain or fever worsen, or new symptoms occur. Use Nurofen Advance with caution in patients with asthma or a history of asthma. Side effects: the following, although not exhaustive may occur with Nurofen Advance/or ibuprofen. Common (>1%): dizziness, epigastric pain, fatigue, headache, dyspepsia, diarrhoea, nausea, rash. Less common (0.01-1%): allergic reactions (swelling, hives), rhinitis, GI bleeding, peptic ulcer, insomnia, visual disturbances, hearing disturbances. Rare (<0.1%): oedema, leucopenia, thrombocytopenia, aseptic meningitis (usually in patients with autoimmune disease), GI perforations, liver function abnormalities, depression, renal dysfunction. Nurofen Advance like ibuprofen acid may prolong bleeding time by reversible inhibition of platelet aggregation.

Product Licence Number: PL 13249/0001. **Licence holder:** Johnson & Johnson MSD Consumer Pharmaceuticals HP10 9JUF. **Manufactured by:** Merck Manufacturing Division, NE23 9JU. **Legal Category:** P **Price:** Nurofen Advance 10s £1.65, 20s £2.89, 40s £5.45. **Date:** November 1997. **References.** 1. Nelson SL, Brahm JS, Karn *et al.* Clin Ther 1994;16:458-465. 2. Mehlisch DR, Jasper RD, Brown P *et al.* Clin Ther 1995;17:852-860. 3. Hummel T, Huber H, Kobal G. Pharmacology Communications 1995;5:101-108. 4. Cooper SA, Reynolds DC, Gallegos LT *et al.* Clin Pharmacol and Ther 1994;55:126 and Data on file, Boots Healthcare International. 5. Geisslinger G *et al.* Drug Invest 1993; 5(4):238-242.

 **CROOKES HEALTHCARE**

Are other analgesics up to speed?

National consumer press
campaign April-June
Part of heavyweight
Nurofen Advance
support.

New Nurofen Advance contains ibuprofen lysine. A number of studies have each shown that ibuprofen lysine gets to work significantly faster than solid dose forms of aspirin,¹ paracetamol² and even standard ibuprofen.^{3,4}

This makes Nurofen Advance a unique, fast acting analgesic designed specifically for people who specify speed as their priority for analgesic choice. Nurofen Advance delivers Nurofen's trusted pain relief with the additional benefit of lysine to speed up absorption.⁵ So when customers need speed of relief to get on with their lives, recommend Nurofen Advance.

new

Faster by Design



Ibuprofen lysine

The dreaded Delhi belly

Holiday horror stories invariably include some reference to diarrhoea. However, you don't have to travel abroad to suffer and some of your customers are more vulnerable than others. Our resident pharmacist **Jeremy Clitherow** MBE FRPharmS describes how you can help

It's that time of year again when many of our customers start packing their bikinis and buying suntan lotions in preparation for their annual holiday. Some will already have been away and have come back home sunbaked and a few pounds heavier than when they left. One medical condition is likely to be recalled more frequently than any other – diarrhoea.

There are few things more incapacitating than an acute attack of Spanish tummy, Delhi belly, Montezuma's revenge – call it what you like. Forward planning is the answer. Be aware and be prepared to treat the symptoms immediately if they should develop.

Back to basics

Diarrhoea is defined as the uncontrolled passage of unusually frequent and watery motions. The condition may be further subdivided into acute (short lasting) and chronic (long term). What happens is that the walls of the large intestine are unable, or fail, to absorb sufficient water from their contents. As a result, the bowel contents pass straight through as a liquid. The patient then complains of diarrhoea.

The usual causes of acute diarrhoea are intemperance, overindulgence or food poisoning, although it can also be as a result of other nastier infections. We need to bear in mind that what is diarrhoea to some customers may just be 'a little loose' to another. It all depends on what you are used to.

Chronic diarrhoea occurs after certain operations such as ileostomy or gastrectomy and in conditions such as Crohn's disease and malabsorption syndromes. It can also present as a symptom in certain cancers and diverticulitis.



Hawaiian Tropic

Long haul destinations are now easily accessible to greater numbers of people

For most sufferers, diarrhoea is short term and self limiting; it comes and then it goes by itself, despite what we do. However for a minority of patients, it can be more dangerous, even to the point of threatening life. The main danger is the dehydration which follows in its aftermath. Those particularly at risk are the elderly and babies. One thing to remember above all else in the case of a babe under 12 months with acute diarrhoea is that dehydration can occur within a few hours

and without treatment they could be dead within 24 hours. Let's have no messing around, worrying that the doctor's always so busy etc. Call him out straight away.

Treatment

Believe it or not, one of the very first cures for diarrhoea was castor oil. The reasoning was that castor oil, being a drastic laxative, would cleanse the bowels of whatever was causing the problem and everything would then go back to normal. In most cases it

would have resolved itself anyway, with or without the castor oil. Needless to say, we do not recommend castor oil nowadays.

Kaolin mixture works by adsorbing the irritants in the alimentary tract. The addition of chlorodyne (tincture of chloroform and morphine) in the formula of kaolin and morphine mixture gives the added benefit of reducing the motility of the bowel and slowing down the passage of

Continued on p18 ►



Sore irritating candidal sweat rash can affect anyone but it takes a unique OTC combination of 1% hydrocortisone and clotrimazole to get rid of the cause – fast.

Canesten Hydrocortisone quickly and safely reduces the inflamed skin and soothes the itch.

It hit the spot for so many of your customers that over the past year, thanks to Canesten Hydrocortisone, the value of the skin irritation market grew by 11%*.

This year, we will again support the brand with national consumer advertising, POS and an educational support programme which will drive the growth of this new market.

Why miss this opportunity for a fast profit? Ring Ceuta Healthcare Customer Services on 01202 780558 for further information and support material.

Canesten® Hydrocortisone
Clotrimazole BP 1.0% Hydrocortisone Ph Eur. 1.0%

Gets rid of candidal sweat rash

You'll be **sore** if you don't **profit** from the sweat rash market.

Abridged Product Information for Canesten Hydrocortisone. **Presentation:** Canesten Hydrocortisone cream containing 1% clotrimazole and 1% hydrocortisone. **Uses:** Athlete's foot and candidal intertrigo where co-existing symptoms of inflammation require rapid relief. **Dosage and Administration:** Apply thinly and evenly to affected area twice daily and rub in gently. **Contra-indications:** Use on face, eyes, mouth or mucous membranes; broken or large areas of skin, cold sores or acne, for treatment periods longer than seven days; hypersensitivity to ingredients. Do not use in the following unless prescribed by doctor: children under 10 years, pregnancy and lactation, on ano-genital area, to treat ringworm or secondarily infected skin conditions. **Warnings:** Long-term continuous therapy to extensive areas of skin should be avoided. Avoid covering treated area with tight dressing. **Side-effects:** Local mild burning or irritation. Very rarely, patient may find irritation intolerable and stop treatment. Hypersensitivity reactions. **Legal Category:** P. **Package Quantity and Cost Price:** 15g tube, £4.49. **Product Licence Number:** PL 0010/0216. **Further Information Available From:** Bayer plc, Consumer Care Division, Bayer House, Strawberry Hill, Newbury, Berkshire, RG14 1JA. **Date of Preparation:** March 1997. *AC Nielsen Retail Audit defined market MAT Jan/Feb '98 vs Jan/Feb '97

®REGISTERED TRADEMARK OF BAYER AG BAYER AND  ARE TRADEMARKS OF BAYER AG

Active ingredient

Loperamide 2mg

Loperamide and Simethicone

Brand

Arret
Diah-Limit
Diasorb
Diocalm Ultra
Imodium Capsules
Imodium Liquid
Normaloe

Imodium Plus

Oral rehydration products

Diocalm Replenish
Dioralyte
Dioralyte Effervescent Tablets
Dioralyte Relief
Electrolade
Entrocalm Replace
Rehidrat

Continued from p16

their contents. The longer the stools are in the bowel the more water the bowel walls can absorb. If the contents pass through too quickly, not enough water is taken out and loose motions are the result; too slowly and the converse is true. Remove an excessive amount of water and the patient then complains of constipation.

Loperamide, the active ingredient in a number of OTC antidiarrhoeals (see box at top of page), is effective with a rapid onset of action and is probably the short-term treatment of choice for adults with uncomplicated, acute diarrhoea. Its action is similar to that of chlorodyne, and all of the opiates, relying on prolonging the time the intestinal contents stay in the bowel to produce their constipating effect. Some customers complain that they suffer from stomach cramps and nettle rash with loperamide but most report no side effects at all. Loperamide products are not suitable for children under 12 years of age.

Codeine is a salt of the morphine family. In consequence, Codeine linctus, Co-codamol tablets and many of the codeine containing proprietary painkiller variants will produce some constipation in the higher doses. It is worth bearing in mind when you are asking your 2WHAM questions. Could your customer have been taking codeine regularly for a while and just stopped? The system does get used to the constipating effect and compensates. If you then

stop taking the constipating agent, you must expect some change in the bowel habit.

There is no logic in using **antibiotics** as the first line attack for acute diarrhoea of unknown origin. This is because the cause is not likely to be bacterial, and even if it were, who is to say that the invader is susceptible to that particular antibiotic? The second reason is that the episode is most likely to have passed by the time that the antibiotic has started working. Thirdly, the most commonly prescribed antibiotics cause a little diarrhoea themselves.

The treatment of choice is **oral rehydration therapy** which is the safest and most effective treatment for children. It consists of dry crystals or powders in individual sachets which you dissolve in freshly boiled and cooled water. Put simply, rehydration therapy means replacing the fluid lost by the frequency, consistency and volume of the motions. However, in addition we are replacing the salts which are lost in the diarrhoea process, by supplementing the formula with sodium, potassium and glucose.

There are several proprietary brands on the market, each with its own following (see box below, left). From experience, I recommend the flavoured formulations as unflavoured formulations are none to palatable, particularly if you are feeling a little queasy. The professional advice to give is that a dose of the rehydration therapy should be administered after each loose motion. In adults, a good rule of thumb is to drink enough to replace the fluid being lost as bowel motions. Remind customers that it is perfectly acceptable to make up sufficient stock for the day, providing that it is stored, covered, in the fridge.

Travellers' trials

It would be professionally naive for us to overlook the cause of travellers' diarrhoea. Not so very long ago all the exotic places we now see advertised in the travel brochures were out of the reach of the general public. With long haul holiday packages, these places, and their indigenous infections, are easily accessible to our customers, many of whom will not be familiar with the precautions required on such a holiday.

Not only do our customers come into contact with these bugs while they are abroad, they also bring them back with them. For this reason it is a good idea to add a generic question such as 'Have you been anywhere special?' to our interview at the medicine counter, particularly during the holiday season.

Refer to pharmacist

There are some circumstances where you should refer a customer with diarrhoea to the pharmacist instead of selling them an OTC product. Refer patients if:

- they are also vomiting and complaining of pain in their abdomen
- they are babies
- the diarrhoea continues for eight hours or returns after treatment
- there is blood or pus in the stools or they are black in colour
- the customer is an elderly person taking medication for their heart, such as diuretics - the loss of electrolytes could alter the effectiveness of the medication.
- the customer is a woman on the oral contraceptive pill or is pregnant
- if the customer is a diabetic on insulin

In travellers' diarrhoea, the pathogen - the culprit that causes the disease - may be one with a name already familiar to us such as Salmonella or E coli, or it could be one from our academic past in biology lessons at school, such as the amoeba or the tapeworm.

The prevalence of these bugs is relevant as there is little point in concerning ourselves with an organism which has not yet been seen at our local University School of tropical medicine. With travellers' diarrhoea 40 per cent of all cases can be demonstrated to have been caused by E coli, and 15 per cent to have been caused by Salmonella. It is worth noting that 40 per cent have to be put down to unknown causes - many of these will be viral.

The character of the development of the disease often gives the clue to the pathogen. Viral disease is caused by the proliferation of the tiny viral particles invading the host. These particles are more akin to chemicals than bacteria and have a much quicker reproductive cycle. In general, viral infections flare up quickly, whereas bacterial infections grow and develop into disease. An example of this slow development is typhoid. The responsible bacterium is a salmonella, this one the specific 'typhi'. After the initial infection phase, when the patient will complain of a flu type cold, the bacteria begin to invade the lymph



Think carefully before ordering shellfish or ice cream

glands and the intestinal wall. The diarrhoea symptoms can take anything up to two months to develop. By then our customer will be back home and possibly have sent someone in for a bottle of something for an upset stomach. You are unlikely to get the information you need if you don't ask the right questions.

Cholera is another disease which causes death by dehydration. In this case the fluid loss is an unbelievable two gallons per day in the acute initial stages. We only have about nine gallons of water in the whole of our bodies and it is reckoned that

the unreplaced loss of one gallon is a fatal episode. That sums up in just one sentence the scientific logic in recommending oral rehydration therapy as the first line treatment for diarrhoeas.

Prevention is always better than a cure. Now is probably the right time to check the stock of Typhoid and Cholera vaccines in the pharmacy refrigerator, and while you are in there, see if a defrost is due.

Cleanliness

Good hygiene is paramount if we are to prevent disruptions to the holiday. Unfortunately,

the traveller may not have too much control over the preparation and storage of the meals and drinks on offer.

Our wise traveller will remember that the most common route of infection is via the mouth, so everything brought close to the mouth must be scrupulously clean. That includes hands, cutlery and whatever they eat and drink.

You should highly recommend to customers travelling abroad to drink only bottled water and avoid ice in any drinks altogether. Do you really believe that bottled water is always used to fill up the ice making

machine? Neither do I! Familiar brands of canned drinks such as CocaCola are usually a safe option.

Our customer will be wary of salads in countries where the local water supply is suspect, as the actual washing process could contaminate the food. Opt for fruit that can be peeled rather than washed. Our globetrotter will also have to be careful where he or she swims as raw sewage is a hazard, particularly in areas where tourism is still in the early stages of development.

Travellers should think very carefully about ordering any shellfish or ice cream and refuse outright produce that has been on open display. Hotel buffets where food has been sitting uncovered for a few hours can be particularly hazardous. Insist on having all meat 'well done' and send it back to the kitchen if it is not so.

Only accept milk products in sealed reputable manufacturers packs which guarantee that they have been pasteurised, and avoid local ice cream and yoghurt for the same reason.

The majority of cases of diarrhoea are self limiting. They get better by themselves in two to four days but there will always be scope for medicines to make the transition to good health easier and more pleasant. However, there is a place for everything and some symptoms, and patients, will alert you to need for immediate medical assistance and referral to the pharmacist or GP (see box on previous page).

Women taking the oral contraceptive pill should be reminded that diarrhoea or vomiting can reduce the effectiveness of the Pill, so a pack of condoms should be included in their suitcase in case of emergencies.

Finally, as we all know prevention is better than a cure, so why didn't your customers come into the pharmacy for some pre-travel advice before they went? Silly billies, but hopefully they'll come back from their holidays a little wiser for next year.



Just the Tonic for Your Profits

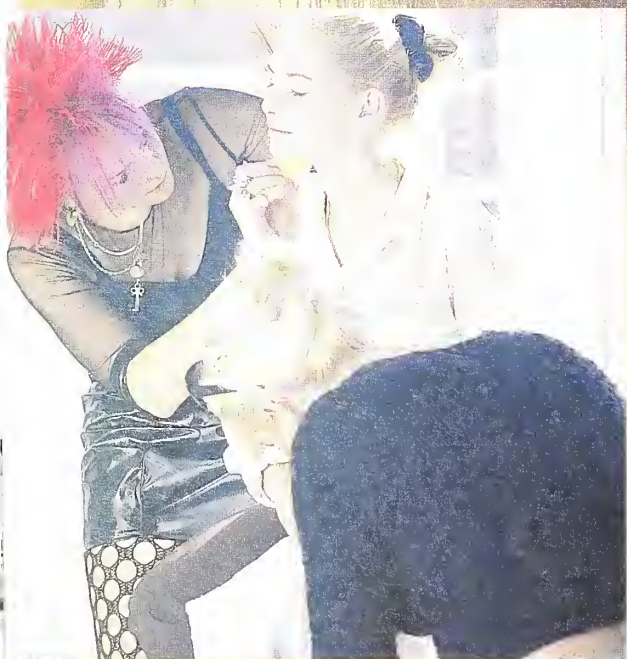
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It's just a perfect day

Last year we invited Over the Counter readers to take part in the first OTC/Miners Cosmetics model competition for pharmacy assistants. We were overwhelmed by the level of interest and the high standard of entries. Although it was a tough decision we knew we had made the right choice in Philippa Myles, a 17-year-old part-time assistant from Wolverhampton.

Philippa travelled to London last September for a day in the studio. Professional make-up artists, a top fashion photographer and OTC art editor Tony Lamb helped create three stunning looks that were featured on the OTC covers in the November, January and March issues.

The competition is open to full- and part-time pharmacy assistants in the UK. All you have to do is complete the coupon on the right, attach a recent photograph and send them to the address given. For this competition you don't have to worry about your height – we're looking for a model with special emphasis on the face.

If you're chosen to be the OTC/Miners Model for 1998 you will spend a day at a photographic studio in London. Miners Make-up Artist of the Year Martin Carter will create exciting new looks for you using the extensive range of Miners products. A hair stylist will set to work on your crowning glory and the end result will be captured by a leading fashion photographer. Not only will you discover a brand new image you will also appear in three issues of OTC during 1998 and 1999.

The winning assistant will also receive £100 worth of Miners Cosmetics, and three large-size colour-prints from the shoot. Our three runners-up will get £25 worth of cosmetics. All expenses will be paid, including overnight hotel accommodation if necessary, so distance is no object.

If you've ever dreamt about a modelling career or simply wondered about having a make-over, here is your chance. Don't delay. Get your entry form and a recent photograph in the post today! Closing date for entries is July 3.

Supermodel Kate Moss was

first discovered by a model agency while waiting at an airport. Naomi Campbell was a schoolgirl window shopping in Covent Garden when her

modelling potential was first spotted. Maybe the next British supermodel will have started her career working behind a pharmacy counter.

miners
COSMETICS

To enter, please complete the coupon and send with your photograph to: OTC & Miners Cosmetics model competition, Miller Freeman UK Ltd, Miller Freeman House, Sovereign Way, Tonbridge, Kent TN9 1RW. Photocopies of this form are acceptable.

Name.....

Address.....

Dress size.....Telephone.....

Pharmacy.....

Stressed out and far away

Although holidays are intended to be islands of relaxation in our busy lives,

Zita Thornton discovers they can also be a source of stress. Read on to discover how to cope

The holiday has been booked for months, and anticipation of a spell of enjoyment and relaxation is high. But first you've got to get there.

Have you brought the right clothes, remembered the suntan lotion? Will one of the children come down with an infectious disease a day or two before the departure date? Has a temporary home been found for the family pet?

Even when you've remembered to cancel the milk, planned the route and picked up the tickets, there could still be frustrations to endure – delayed flights, traffic jams, tired and fractious children.

Is it any wonder that some people end up on holiday so stressed that by the time they've started to unwind it's time to return home?

What happens to you?

Any emotional high – anxiety, excitement, fear or anger – causes you to breathe more deeply and quickly. This makes the heart pump faster, blood pressure increases, muscles tense and you start to sweat. In stressful situations blood is directed away from the digestive system in favour of the muscles and brain, producing 'butterflies' in the stomach. These symptoms are similar to those felt when taking energetic exercise and are the body's response to the demands put on it.

We all react to stress differently. Some people become more irritable, find it difficult to sleep, and suffer from headaches or diarrhoea. Stress can trigger an asthma attack or cause a rash to develop – it all depends on your weak spots. In the long term if you don't deal with stress you are at

risk of suffering from stress-related conditions such as ulcers, irritable bowel syndrome and hypertension, which itself can cause problems such as stroke.

Whatever way you suffer, your efficiency and concentration to deal with the situation will be lowered.

The tension or stress we feel depends on our ability to cope with the pressure put on us. If we can cope better with a stressful situation, we will suffer less.

This means that with some preparation before we travel, we can reduce the amount of stress we feel and arrive at our destination in a mood to enjoy the holiday.

Staying in control

Good organisation, time management and delegation can prevent many situations from becoming stressful,

leaving you in a better frame of mind to deal with those over which you have no control.

Here are some tips which will help:

- Make lists and leave nothing to chance. Ensure you are not the person at the check-in desk who has forgotten their passport.
- Start preparing for your journey early, doing jobs in order of importance. Don't get distracted or do more than one job at a time, otherwise you will begin to believe that there is too much to do.
- Gather together travel documents in one place.
- Write down what you need to pack so that nothing gets left out. Write a list for children to get their own things together – this also keeps them occupied.
- Give some of the jobs on

your list to other members of the family.

- If any member of the family is susceptible to travel sickness make sure they take any medication in time for it to have an effect.
- On the day of travel listen to the local radio station for warnings of hold-ups on the roads.

Travelling with young children can be a major source of stress, especially when they become bored and tired.

- Be prepared by packing a bag containing new books, small toys and activities to occupy them during the journey and in case of delays. If you have a cassette player in your car stereo, playing an audiobook can help pass the time and keep the children quiet. Make sure you keep some back for the return journey.



Sensit: safari for Men

● Borrow some tapes from the library to listen to or sing along with and play games that everyone can join in such as 'Who am I?' when you ask questions and try to identify favourite fictional characters.

● Include something to eat and drink, keeping in mind the travelling circumstances. Chocolate bars are not a good idea for overactive children on a hot day unless you want your car covered with handprints. Small boxes of juice with a straw are more difficult to spill than bottles or cans. Drinking too much tea and coffee can make you feel more anxious rather than relieving these feelings.

Be calm

Unexpected stress, such as long delays at the airport, can be dealt with by relaxation techniques which lower blood pressure and heart rate and release tension from the muscles, avoiding the unpleasant symptoms of stress.

But in order to put these into practice when faced with a stressful situation you need to have practised them beforehand, preferably at a time when you are in a mood for relaxing such as in a warm bath or after physical work.

Tai Chi and the Alexander technique teach ways of achieving relaxation as well as improving general well-being. Yoga achieves harmony of the mind and body and reduces general stress.

Tapes and books describe various ways of relaxing. In general these work by tensing and relaxing the muscles in turn all over the body by taking deep, slow breaths and imagining the limbs becoming heavy, followed by the whole body, including the eyelids, until total relaxation is achieved.

A useful meditation technique developed by the cardiologist Herbert Benson is to practise repeating a word over and over while sitting comfortably, for five minutes twice a day. When faced with a stressful emotion, the repetition of this chosen word will produce a calming response.

Keep fit

The fitter we are, the more quickly our bodies return to normal after suffering the effects of stress. Exercise is an essential element of keeping fit. It lowers blood pressure by increasing the efficiency of the heart, it

reduces anxiety level and helps us to relax. Exercise also helps to release the tension and frustrations of a stressful situation by providing an outlet for action. When the stress of preparing to travel gets on top of you, try going for a brisk walk. Several studies have shown that exercise, in particular regular walks, alleviate stress. Exercise releases mood-elevating endorphins that make you feel better.

Stress and headaches

Headaches due to tension can be likened to a tight band squeezing the head or a weight pressing down on top of the head. Some sufferers also experience pain behind the eyes and muscle tightening around the neck and shoulders. Tension headaches can arise suddenly as a direct result of a stressful situation or can build up gradually as the pressures of travelling accumulate.

If the headache is not tackled the pain can cause further stress and tension. Headaches brought on by stress can usually be relieved by taking an OTC analgesic such as Paracodol or Nurofen. However, Syndol, intended specifically for tension headaches, combines the analgesics paracetamol and codeine with doxylamine succinate, a muscle relaxant.

Natural solutions

Aromatherapy using essential oils can help to reduce the stress of

travelling as a stress relieving massage, in a warm bath or used in a vaporiser.

Jude Brown, author of *Aromatherapy for Travellers* (Thorsons), recommends a massage with a combination of chamomile, geranium and lavender.

Gerard House, which has recently relaunched its range of essential oils, suggests inhaling lavender oil from a tissue as an easy stress reliever. A neroli blend is its oil of choice for promoting inner peace while rose blend, which increases feelings of contentment, can be used for children. The Gerard House consumer helpline can be contacted on 01283 228344

Bach Flower Remedies are plant essences which help to restore emotional and mental balance. Rescue Remedy is a combination of five plant extracts. Four drops can be put directly on the tongue or taken in water to cope with stressful situations while travelling or preparing to travel. They are safe for all the family.

Individual plant remedies can counteract specific feelings of stress. Further information is given in *The Bach Flower Remedies Step by Step. A Complete Guide to Prescribing*, by Judy Howard (Daniel £2.95).

Phytotherapy is the use of plant remedies to combat problems such as stress. Phytocalm capsules by Arkopharma use passiflora to promote calmness and to help you to sleep. Lanes

Quiet Life or Kalms tablets are familiar herbal stress remedies which include hops and valerian. Gerard House Serenity is so named because its active ingredients are hops, passiflora and valerian.

Flying high?

For some, the stress of having to catch a plane outweighs the benefits of travelling by air.

For people in this position, help is at hand from 'Fear of Flying courses' run by Aviatours at Heathrow and Manchester airports.

Addressing all the different types of fears associated with flying, these one-day courses include a talk session followed by a short flight, accompanied by a psychologist and trained staff to provide every reassurance.

Another option is to check out *Are You Afraid to Fly?* in book or video form, or an audio cassette entitled 'Relaxation for Flying'.

Further details, including the dates of the next course, are available on 01252 711477.

And finally

Your attitude to life in general strongly influences the stress you experience. It has been said that stress is not what happens to you but how you respond to outside events.

Anticipating stressful situations and developing strategies to cope with them allow you to control stress levels and make the most of your holiday.

Amber Valetta, photographed by Patrick Demarchelier for Elizabeth Arden



Develop strategies to cope with stress and enjoy that holiday

This summer follow the sun



Zirtek gives fast and powerful relief of hayfever symptoms¹

Zirtek is not significantly metabolised in humans and provides fast and effective relief of hayfever symptoms.

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Zirtek is a selective H₁-antagonist with no known effects on other receptors, a low potential for drowsiness, no intrinsic cardio-toxicity and no significant drug interactions.

Zirtek has no known drug interactions even after more than 18 months studies have been prescribed world wide since 1988.

Double action
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Help your hayfever patients be themselves

PRESCRIBING INFORMATION: Each white, oblong, scored, film-coated tablet engraved 'Z' contains 10 mg cetirizine dihydrochloride. **USES:** Treatment of seasonal and perennial rhinitis and chronic idiopathic urticaria. **DOSAGE AND ADMINISTRATION:** Adults and children aged 12 years and over: One 10 mg tablet daily. In renal insufficiency halve the dose to 5 mg (1/2 tablet) daily. **CONTRAINDICATIONS:** Hypersensitivity to constituents. Avoid use in pregnancy and lactation. **PRECAUTIONS:** Do not exceed recommended dose, particularly if driving or operating machinery. **DRUG INTERACTIONS:** To date there are no known

interactions with other drugs. As with other antihistamines avoid excessive alcohol consumption. **SIDE EFFECTS:** Mild and transient drowsiness, headache, dizziness, agitation, dry mouth and gastrointestinal discomfort have been reported. **PACKING, PRICE:** Pack of 7 tablets = £4.25. **LEGAL CATEGORY:** P. **PRODUCT LICENCE NUMBER:** 5221/0001. **PRODUCT LICENCE HOLDER:** UCB SA Pharmaceutical Sector, Avenue Louise, B-1050 Brussels, Belgium. **MARKETED BY:** UCB Pharma Limited, Watford, Herts, WD1 1DJ. **DATE OF PREPARATION:** April 1998 UCB-Z-98-35

References: 1. Day JH et al. Ann Allergy Asthma Immunol 1997; 79: 163-72. 2. Snyder S et al. Annals of Allergy 1987; 59: 4-8. 3. Linquist et al. The Lancet 1997; vol 349: 1322. 4. Passalacqua et al. EAACI Position Paper, Allergy 1996; 51: 666-75



UCB Pharma

For further information please contact: UCB Pharma Limited, Star House, 69 Clarendon Road, Watford, Herts, WD1 1DJ. Telephone: (01923) 211811 Fax: (01923) 229002

Solving seasonal snuffles

The hayfever season is upon us again. Consultant pharmacist Mary Allen describes the problem and reviews the OTC options, looking at the old reliables, new arrivals and the faithfully departed

Hayfever is a common problem caused by an allergic reaction to pollen and other plant substances. The main culprits are the windborn pollens produced by grasses, trees and flowers. Some people may be allergic to only one type of pollen, while others may be affected by a wide range. In some cases, the trigger may be fungal spores and moulds.

Who suffers

No-one knows exactly how many hayfever sufferers there are, but estimates vary between six and 12 million. The number of sufferers has increased over the past 30 years, thought to be due to higher levels of pollution causing increased sensitivity to allergens. Teenagers tend to be hardest hit by hayfever, which is unfortunate for sufferers as the season tends to coincide with all those exams! Generally, though, incidence decreases with age. Many hayfever sufferers do not consult their GPs about their condition, and more than half treat themselves with OTC medicines.

Peak times

Hayfever is a seasonal disorder, so individuals will be affected at different times

Continued on p26



Picture courtesy of Optrex Hayfever Allergy

of the year, depending on which pollen they are allergic to. So, people who are affected by tree pollens, such as birch or silver birch, will be affected early in the season (from March onwards). Most sufferers are allergic to grass pollens, resulting in a hayfever peak in June and July. It's hardly surprising when you consider that more than one fifth of the total land surface of Britain is covered in grass. Allergy to fungal spores and weed pollens occurs in late summer.

Weather also plays a part – heavy rain can reduce the pollen count, and a long dry spell can shorten the season. A mild spring can mean an early start and a longer season. The onset of hayfever is usually earliest in the south.

Local pollen counts are taken in various centres around the country. They measure the number of pollen grains in a measured volume of air. Pollen counts are usually made available via local radio. The higher the count, the worse it will be for a sufferer! Anything above 50 usually means that vulnerable sufferers will experience symptoms. The record highest count is 800 but some unfortunate sufferers have been known to develop symptoms when the count is as low as 10.

The symptoms

The most frequent symptoms are itching, watery eyes, and/or

Hayfever symptoms

Symptoms will depend on the pollen and the individual response. Some or all of the following may occur:

Nose

- Runny nose (rhinorrhea)
- Itching
- Frequent sneezing
- Nasal congestion (blocked up nose)

Eye

- Itchy, watery eyes (sometimes feel gritty or sore)
- Red and swollen skin around the eyes

Mouth

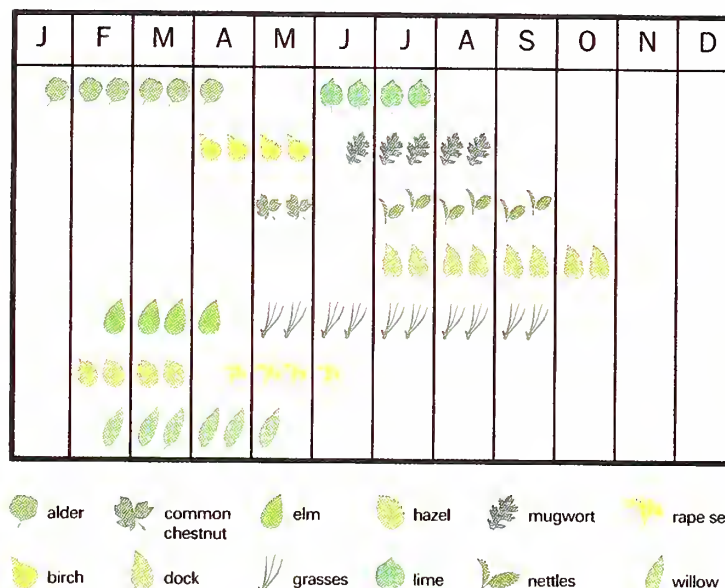
- Itching of the roof of the mouth

Other

- Wheezing
- Itching of the ear
- Headache
- Inability to sleep
- Irritability

Calendar courtesy of Boots

Hayfever Calendar



sneezing or runny noses. In some cases, this may extend to itching in the mouth or the ears, and sometimes there may be wheezing.

Sufferers may find it hard to sleep, or complain of headaches or irritability.

The symptoms arise from an allergic response occurring when the sufferer comes into contact with the offending pollen or allergen. Pollen may be breathed in through the nose or mouth or may land on the surface of the eye. In the sensitive person this sets off a chain reaction in the body resulting in the production of a body chemical called histamine which has an irritant action on the tissues of the nose, eyes and mouth. It also dilates (increases the size of) blood vessels and makes them more permeable, which means that fluid escapes from the blood capillaries and into body tissues. This can result in sneezing, streaming, redness and itching.

It's worth suggesting to customers that they take measures to minimise exposure to pollen if they suffer badly. This may seem restrictive, but will reduce suffering and/or the amount of medication that might otherwise be needed.

Treating symptoms

Most hayfever sufferers gain effective relief using OTC antihistamine preparations. These work by blocking the effects of the histamine

released in response to contact with the offending pollen.

Some of the older antihistamine medicines such as promethazine (Phenergan), chlorpheniramine (Piriton Allergy tablets) and triprolidine (Actifed) can cause a range of side effects. This has tended to restrict their use. Sufferers wanting relief from their hayfever symptoms don't really want to find they've traded their sneezing and itchy eyes for drowsiness (not a great help if you're trying to do exams!).

During the past few years, a new generation of antihistamines has been developed, producing fewer side effects. You are probably familiar with products containing these newer antihistamines – Claritin Allergy (loratidine), Zirtek (cetirizine) and, new this year, Benadryl Allergy Relief (acrivastine). These newer medicines are thought to work by acting only where it counts – at the relevant histamine receptors, and aren't thought to affect other receptors as much as the older drugs.

Most importantly, they don't cross from the blood into the brain to any great extent, so don't cause drowsiness like the older drugs. Most are non-sedating but individuals may react in different ways, so you should advise customers to be wary if taking them for

Reduce exposure by:

- Staying indoors when the pollen count is high
- Closing all windows and keeping bedroom windows closed at night
- Getting someone else to mow the lawn
- Avoiding walking through long grass and visiting fields, parks and grassy areas when the pollen count is high
- Avoiding gardening
- Wearing sunglasses to protect against pollen and sunlight
- Washing hair frequently to remove pollen
- Keeping car windows closed when out driving

the first time and suggest they do not drive until they have established that they are not affected by drowsiness.

Individual responses to different antihistamines may vary and what suits one person may not work for another. Many patients find something that works for them and stick with it.

However, first time sufferers, or those who continue to suffer, may ask you for advice. Choice of product will be affected by various factors and you should always ask the 2WHAM questions to establish:

Who the medicine is for
What symptoms they are experiencing

Continued on p28 ►

References:

1. Taylor Nelson AGB Healthcare. Counterpoint. Quarter 3, 1997.

2. Taylor Nelson AGB Healthcare. Rhinolast Post-Launch Research. October 1997.

RHINOLAST[®] HAYFEVER NASAL SPRAY ABBREVIATED PRODUCT INFORMATION

Presentation: Nasal spray containing aqueous solution 0.14 mg azelastine hydrochloride per actuation.

Uses: Seasonal allergic rhinitis including hayfever.

Dosage and administration: Adults: One 0.14 mg (0.14 ml) spray into each nostril twice daily. Children: Insufficient clinical data to recommend use.

Contra-indications: Proven allergy to components.

Use in pregnancy and lactation: Experience of use in pregnancy is limited. With the nasal route of administration and the low dose administered, minimal systemic exposure can be expected. However caution should be exercised with use during pregnancy and lactation.

Side Effects: Irritation of the nasal mucosa. Azelastine has a bitter taste which may be experienced if Rhinolast[®] Hayfever enters the oropharynx.

Pharmaceutical

Precutions:

Store above 8°C.

Legal category: P

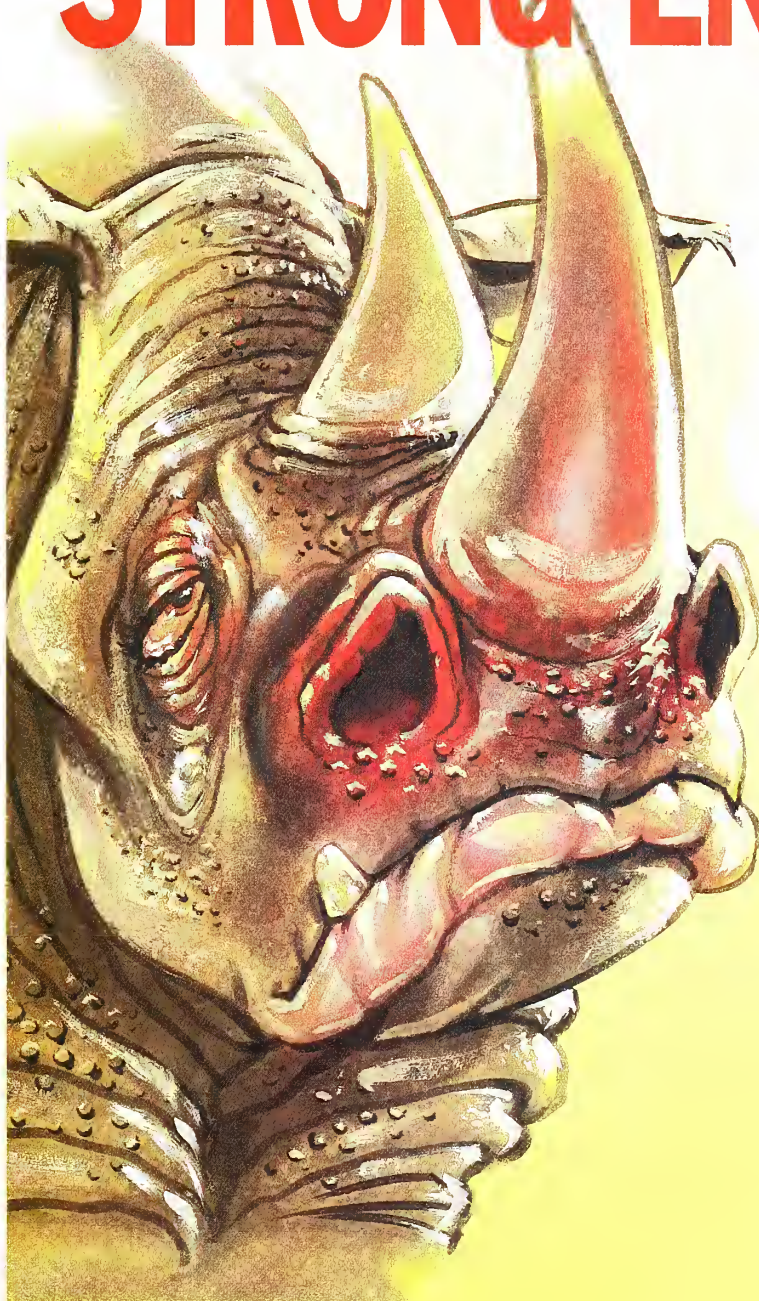
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RHF 9801

ARE YOUR SHELVES STRONG ENOUGH?



**Heavyweight
£1.5 million TV
and promotional
support**



Contains azelastine hydrochloride

- Since the '97 launch of Rhinolast Hayfever, advertising awareness is already higher than for any other hayfever brand¹
- Almost 75% of Rhinolast Hayfever users are likely to repurchase this year, which is half as many again as other leading brands²



SANKYO PHARMA
UK Limited

How long they've had the symptoms
Whether they've tried anything else
Whether they are taking any other medication.

The age of the customer matters – some of the newer antihistamines aren't licensed for sale for children. At the same time, drowsiness is less likely to be a dangerous problem in children as they will not be driving, but their performance at school may be affected if they are sleepy in the classroom.

Patients with certain conditions shouldn't take the older antihistamines: they should be avoided in patients with glaucoma (a condition affecting the eyes) or prostate problems, and care is needed in people with epilepsy, so it's important to tell the pharmacist if the customer is on any other medication (including eyedrops). Fortunately, the first two of these conditions are associated with older people who are less likely to be hayfever sufferers.

P back to POM

Initially, the newer antihistamines were restricted to Prescription Only supply. After a while it was thought that they were safe enough in use to be deregulated to P status (Pharmacy Medicine). However, one or two have caused some alarm in a small minority of patients and this has resulted in one antihistamine, terfenadine, being made a Prescription Only Medicine again. This change took place last year, and some of your customers may be unaware of it (their 'season' last year may have finished before the change).

Terfenadine has been found to cause heart problems in a small number of patients when taken at the same time as certain other medicines that either affect the heart or affect the metabolism of terfenadine in the liver.

Most people can take terfenadine perfectly safely, but to be on the safe side, the Government has decided to make it available only on prescription so that doctors can decide whether there is likely to be any risk. In healthy young people whose only health problem is their hayfever, there is not likely to be any risk at all, so people can still obtain this medicine if it's the right one

for them, by getting it on prescription. They should, however, be advised not to take certain other medicines such as erythromycin (an antibiotic used for short lasting infections or sometimes for acne) at the same time.

Some other medicines, such as some antidepressants and medicines used in cardiovascular conditions, should not be taken with terfenadine. And it shouldn't be taken at the same time as grapefruit juice.

You may find customers asking why they can't buy terfenadine products this year, and tact and

reassurance are needed! In a pharmacy where I sometimes work, one customer went into a major panic and was convinced he was going to have a heart attack when he heard the news. As he was a very fit looking young man taking no other medication this was not very likely, and the pharmacist dealing with it was able to reassure him.

Alternatives on offer

Customers asking for terfenadine have a choice – they can either:

- see their doctor for a prescription, or
- choose another non-drowsy antihistamine tablet

such as such as cetirizine (Zirtek), loratidine (Claritin) or acrivastine (Benadryl).

Another second-generation antihistamine, astemizole (Hismanal), may have the potential to affect the heart in people with predisposing factors but it has been associated with fewer problems in use and remains available without prescription.

Of the newer oral antihistamines, acrivastine (Benadryl) and cetirizine (Zirtek) appear to have the fewest side-effects or interactions with other medicines. Acrivastine acts quickly, which is a benefit for people needing fast relief



Refer to the pharmacist:

Customers suffering from hayfever should be referred to the pharmacist if:

- they are taking other medication
- they are pregnant or breast-feeding
- they are under 12 years of age
- OTC treatment has not proved successful
- they are experiencing particular severe symptoms
- their eyes are badly affected or there is a sticky yellow discharge
- they complain that their ears or sinuses are painful
- the patients also has coughing, wheezing or shortness of breath
- the symptoms persist all year round

from mild, short-lasting attacks. However, its effect doesn't last long, so it must be taken frequently (up to three times daily) for longer-lasting attacks. Cetirizine relieves symptoms as a once-a-day dose.

Some customers may prefer to continue taking older products, because they find they work for them, rather than change to a newer drug. However, customers must always be advised (or reminded, if they have asked for the product by name) not to drive while taking these medicines. They should also avoid alcohol. For some, the drowsiness side effect may have a positive benefit: for those suffering with hayfever symptoms in the night or having trouble sleeping because of their hayfever, chlorpheniramine (Pirton Allergy Tablets or Syrup) may be a good choice.

Some oral products for hayfever combine antihistamines with a decongestant such as ephedrine or phenylephrine

(Actifed Tablets or Syrup, Dimotapp LA Tablets, Elixir or Paediatric Elixir). These may help where nasal congestion is involved, but always remember to check with the pharmacist whether these are suitable; decongestants should be avoided in some patients, particularly those with blood pressure problems.

Alternative oral therapy includes homoeopathic remedies. These usually consist of *Euphrasia*, *Gelsemium*, *Nat mur* or *Arsen alb*, either singly or in various combinations, such as in Nelson's Pollensa Hayfever tablets.

Sprays and drops

Nasal decongestant sprays are available as OTC products but these should not be used for more than a few days. Longer use can

result in rebound congestion.

Corticosteroid products can be used to suppress the allergic response. In recent years, two corticosteroids have become available as P medicines for use as nasal sprays. These are:

● **beclomethasone** (Beconase Allergy, Nasobec Hayfever)

● **flunisolide**

They are not licensed for OTC use in children. Other nasal sprays offering relief from the symptoms of hayfever contain:

● **Sodium cromoglycate**

Available in OTC nasal sprays (Rynacrom Allergy Nasal Spray, Rynacrom Compound, Resiston One) and eyedrops (Opticrom Allergy, Hay-com Hayfever, Optrex Hayfever Allergy eyedrops), it is thought to work by stabilising the cells

which produce histamine. It can be used as a preventative or for treatment.

● **Azelastine**

An antihistamine nasal spray (Rhinolast Hayfever) which provides rapid relief of all main symptoms.

Whether customers are looking for oral medicines or sprays or drops, always remember to ask the 2WHAM questions and refer customers to your pharmacist in line with the protocols in your pharmacy. Any customers who are wheezy, or who have sticky eyes, should be referred to their doctors.

Hayfever is at best a nuisance and at worst a restricting condition. With such a wide range of OTC products available you can help the vast majority of your customers to gain relief



Eden

FACT

Many sufferers taking sedating antihistamines are not aware of the sedative effect caused by the treatment[†]

YOU CAN'T AFFORD TO CLOSE YOUR EYES TO SEDATION

[†]Meltzer E.O. Occup. Health & Safety, 1996; 46-50. Clarityn Allergy contains loratadine. For the treatment of hayfever. Further information is available from: Schering-Plough Consumer Health, Shire Park, Welwyn Garden City AL7 7TW.

Training courses are not the only way of learning new skills. Training consultant Diane Bailey explains how your workplace is a rich source of learning material if you're prepared to look, listen and ask

All in a day's work

For a long time we have been under the impression that training and development is a task that a supervisor or a member of the training department carries out to people in a particular department. However, like so much else in the world we live in, this perception is now changing. In fact, the rate and extent of change itself is the reason we need to look at training and development in a different way.

There was a time when people considered themselves 'trained', that is having learned all they needed to know to do their jobs effectively. This is no longer accepted as you well know from your experience in the pharmacy – customers' expectations grow, computer systems develop, new products appear all the time. What we know today may not be enough to cope with the demands of next week, we will have to keep learning new skills to remain competent.

With so much happening it is no longer possible or sensible for a 'central' body like a training department to try to meet the growing learning needs of you or your business. For most pharmacy employees it probably never was the case that all your learning came from formal courses.

So how are you going to be able to learn what you need to know be capable of doing? The most effective method has two elements:

- **taking responsibility for your own learning**
- **learning from your everyday work and what happens in the pharmacy.**

You are probably already doing the second to some extent. What I would like you to do is to think more carefully about it and to plan what you need to learn and how you're going to do it.

If you are going to learn

effectively from everyday work, the first thing you'll need to do is to admit to yourself and your colleagues that you recognise the need to learn continuously and that you are willing to do so.

Sometimes, people can be reluctant to admit that they don't know everything associated with their work, almost as if they are afraid it would be held against them.

At work

So you've decided to make your work learning a bit more systematic. What next? Let's start by looking at the many learning resources which are available to you at work: **yourself, work method and work place, customer, products, the pharmacist, colleagues, and customers.**

Other sources of information which I haven't listed include trade magazines, manufacturers' representatives etc.

One important source of learning which should not be overlooked is mistakes. Making a mistake once is never a problem – repeating the mistake is both silly and timewasting and may even result in lost customers.

When a mistake happens the sensible thing is not to lynch someone for making it, but to take time out to ask:

- Why did this happen?
- What will be the result if it happens again?
- What do we need to do/know/learn to prevent it happening again?

You and your colleagues will be only too aware when a mistake happens and no-one wants or needs a witch hunt. A calm sensible discussion will be much more effective use of time and will help everyone to learn from the mistake. A very useful saying goes: "You have the right to make a mistake once, but the

responsibility to learn how not to make it again."

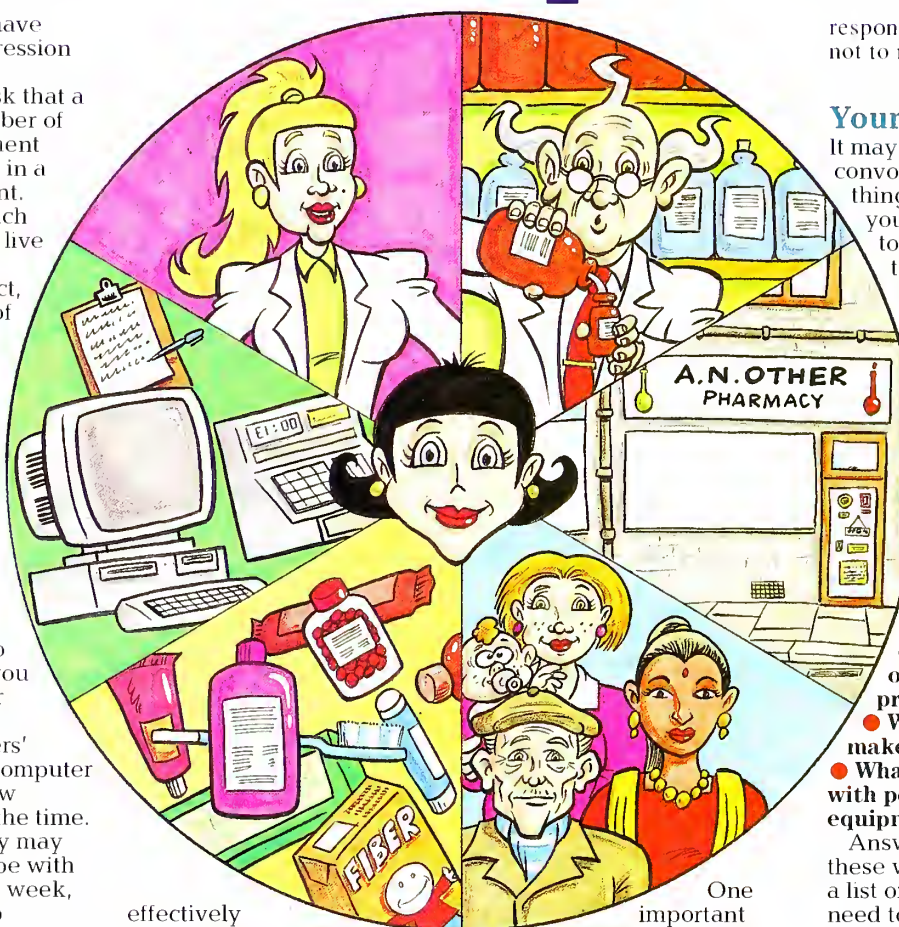
Yourself

It may sound a little convoluted but the first thing you can learn from yourself is what you need to learn! Ask yourself the following questions:

- Which parts of my job am I least comfortable with and why? Your answers should begin to identify your need to know more, eg better product knowledge or using the computer.
- Where do I have problems? Is it with doing something, or explaining something or remembering which product does what?
- What mistakes do I make regularly?
- What problems do I have with people? With equipment? etc.

Answering questions like these will help you develop a list of areas where you need to learn more. You can then progress to identifying where you can get the knowledge you need – if you are not confident on the computer, ask the pharmacist to show you what you need to know and arrange time for practice. If you feel your product knowledge is getting out-of-date, start by identifying five to ten items which are important sellers and plan, over a week or two, to read the product wrapping and look in trade magazines to see if there is any useful information about the products there. You could also prepare a list of questions to ask the representative on their next visit. Or prepare the list of questions for colleagues who know the answers.

It will be useful to set yourself work-based opportunities to learn: new situations; new requests; new products; colleagues who are better at something



than you are (identifying differences); customer complaints; talking things through with colleagues; working in groups with colleagues and setting targets.

Whatever you decide it would be useful to have a notebook to record your learning goals and note what you have learned. It can be very satisfying to watch the list grow and to know that every addition makes you more professional at work.

Other resources

Let's look at the other learning resources at work one by one and see what you can learn from them.

1. The pharmacist

Busy though she or he will be, the pharmacist is a treasure trove of knowledge for you. If you plan and identify your learning needs effectively, I believe you will receive great co-operation from your pharmacist when you ask questions.

The pharmacist will be able to help you learn about: the systems and policies of the pharmacy; the local neighbourhood and its people; the sort of advice customers expect from a pharmacist; legislation surrounding the handling of prescriptions; broad produce information; top selling over the counter lines, etc.

Using the pharmacist as a learning resource will help convince them that you are interested both in the pharmacy, your work in it and in learning to improve your own competence.

2. Competitors

What can you learn from competitors? Quite a lot, in fact. When you are shopping for yourself you could make a point of looking at the windows of other pharmacies and even going inside as a customer. Doing this will help you to learn about: other working

methods (some of which might be useful in your pharmacy); other methods of displaying things; different product groupings; other or new over the counter ranges or items of stock

3. Products

There is an amazing amount of product information available to you. Every jar, tube, box or package contains information on such issues as weight of contents, ingredients, colour, suggested use, conditions of use, contraindications, etc. If what you want to know is not on the product packaging, it is possibly on a leaflet inside the pack.

Failing that, magazines may have the information you want. If all else fails, the pharmacist or the manufacturer should be able to find or provide the answers. At the very least you will be able to find enough product information to identify: suitable items to recommend to customers; how one product compares with another; which is the best value in terms of quantity to price; what the product will do/can do for the customer; facts and phrases you can use when presenting the product to the customer.

4. Colleagues

Your colleagues will be a rich source of learning for you if you think things through carefully. Inevitably some colleagues will be better at certain parts of the job than you are. Don't just accept this as an unchangeable fact. Analyse why they are better and, when you have identified the differences between you, set about bridging the gap. Watch what they do and how they work. Ask yourself: What do they do differently? Is their attitude the same as mine? Do they work faster or slower than I do? Do they listen more carefully? Do they ask better

questions than I do? How do they interact with customers? With other colleagues? With the pharmacist?

Another way they can help is by answering your questions once you have identified a learning need and by discussing work issues with them.

Suppose there is a problem that you can't solve alone. Discussing it with colleagues can very often produce a solution or approach that you would not have identified on your own.

5. Your customers

This is a limitless, constantly changing source of information and learning for you. The more you learn about your customers the better the standard of customer service you will offer, and therefore the better it is for you and your pharmacy.

You can learn a great deal from your customers including: what they expect of you; the advice they need; the products they like or dislike; their reactions to new products; the products they want to buy which you don't have; what they like/dislike about your pharmacy and others; the problems they have and how they solve them; language and approaches which are acceptable or not acceptable; and which display methods persuade them to buy

Observing, talking to and, in particular, listening to customers can help you learn a great deal and, in fact, can help you acquire information and opinions which you should share with colleagues and the pharmacist.

For example if ten customers in one week ask for XYZ and your pharmacy does not stock it, perhaps you should mention this to the pharmacist so that XYZ

could be added to your stock and thereby create new sales and more satisfied customers.

6. Work methods and the workplace

This final source of learning is included to catch everything which doesn't fall comfortably under one of the other sources. For example, just looking carefully at how the pharmacy is laid out could help you protect vulnerable expensive items from theft. Going across the road and looking at the front of your pharmacy with fresh eyes will help. You see it as your customers see it. Does it look inviting? If you didn't work there would you want to shop there?

Imagine yourself to be a customer and listen to how your colleagues deal with other customers. Do you like what you hear/see? Are you inspired with confidence? What would you want to change?

The list of learning possibilities in the workplace is endless and is only limited by the effort you put into identifying learning opportunities.

In conclusion

In a constantly changing world we all need to learn continuously to keep on top of our jobs. The way to be effective at this continuous learning is to:

1. Admit it is necessary
2. Welcome the opportunity to use everyday work as a learning experience
3. Identify what you want to learn
4. Plan your learning
5. Liaise with your colleagues and pharmacist to learn as much as possible.

One last word, take advantage of unplanned learning, too!
(Diane Bailey runs Diane Bailey Associates, a training consultancy in Rochdale.)

FACT

Over 46,000 people are killed or injured each year in traffic accidents across Europe as a result of drivers taking sedating antihistamines†

YOU CAN'T AFFORD TO CLOSE YOUR EYES TO SEDATION

†Bentley A.M. Pharm. Dialogue, 1998; vol XIII: 1. Claritin Allergy contains loratadine. For the treatment of hayfever. Further information is available from: Schering-Plough Consumer Health, Shire Park, Welwyn Garden City AL7 1TW

You know a tan is a sign of skin damage but you can't bear to be seen in a swimming costume with your snow white legs. What's a girl to do?

Anne Mullee offers a simple solution – fake it!

Go on and fake it



Fake tan has a long and dubious reputation. Orange-hued, streaky and immediately detectable are just a few of the complaints cited by those who have sought a touch of sun from a bottle in the past. But the time has come to free fake tan from its down-at-heel image and recognise the cosmetic and health benefits of artificial tanning. So what has changed to make self-

tanning an easy, believable way of having a bronzed skin without the sun? The answer lies in skincare developments and increased understanding of how the skin reacts to new ingredients.

How do they work?

The principal ingredient in self-tan products is DHA (Dihydroxyacetone). This is a sugar created through

biotechnology which works with amino acids present in the skin.

Melanoids are formed via the skin's natural tanning pigmentation, melanocytes. These are yellow, orange or brown in colour and give the skin a tanned appearance.

The problem with 'orangy' self-tans of the past was the uneven distribution of DHA on the skin, creating

unsightly streaks and a disastrous appearance. Formulations are much improved however, and fake tans are now difficult to detect.

The distribution of DHA is also a factor in the time it takes for a 'tan' to develop. More DHA means a faster tan and the addition of other ingredients will help it do its job more efficiently. Christian Dior's Dior Bronze range (from £15) contains AHAs (Alpha-Hydroxy Acids), while the free radical effects of vitamin E help to protect the skin from sun damage. Clarins tackles the problem of distribution with another biotechnological sugar called erythrulose which has larger molecules than DHA so that when applied, the larger molecules 'space' the DHA molecules, creating uniform cover. Other moisturising ingredients such as provitamin B5 or cocoa butter also assist the quest for soft, tanned skin.

Body bronzing

To ensure a great result, prepare the skin properly and be patient, most products take time. If you've run out of time and need an urgent glow you could try a product like Lancaster's Sun Make-Up Body Bronzer SPF 8 or Lancôme's new Soleil Flash Bronzer Instant Dry Self-Tanning Spritz (150ml, £13.50), which will give an immediate effect. For ideal application follow these steps:

● The first step is the most important – exfoliate thoroughly to smooth the skin's surface and reduce the risks of streaks. Try an exfoliating body wash like Revlon Dry Skin Relief Exfoliating Shower Gel

Christian Dior

(200ml, £2.79) or use a scrubbing puff with a moisturising cleanser like Oil of Ulay's Moisturising Body wash (200ml, £3.49, includes scrubbing puff).

- Next dab a dot of light moisturiser on dry areas like the elbows, heels and knees. Helena Rubinstein's Force C Body Moisture Mousse (200ml, £23) is very light and absorbs quickly.
- Protect your hands and forearms with a generous slick of hand cream before beginning the application.
- If you're using a cream, squeeze a dab onto the palm of your hand and rub your hands together before applying in long sweeping movements.
- If using a spray, apply all over before rubbing in with sweeping strokes.
- Try not to go over the same area twice.
- Leave feet, elbow and knees until last to ensure they receive a light application. Always apply tanning cream to the knees and elbows when bent.
- Remember to wash your hands thoroughly afterwards.
- Don't dress immediately after applying a fake tan, you risk ruining the clothing. The same applies to jewellery.

Sun-kissed look

When applying self-tanning products to the face, follow the same procedure as for the body, using a facial exfoliator instead and a very light moisturiser on the forehead and cheeks. This summer Sunshimmer has a new wear-off formulation specially designed for the face.

Sunshimmer personal Colour Self tanning face cream (50ml, £4.25) is available in Golden Tan or Bronze Tan shades.

If you don't want to commit to a self-tan that

Tried & Tested

We all look for different qualities from a self-tan. For those of us with fair skins, a natural look is top of the list, while those with olive toned skin may prefer a touch of colour with lots of skin texture improving benefits. As well as the look of the product, ease of use and convenience are important factors. We tested some leading brands to see how they performed:

- **Helena Rubinstein Summer Legs (£15.50, 125ml)** – "The first attempt at application wasn't hugely successful as there were a couple of streaks, but the colour was great, really natural with a slight summery sparkle. Worth a go, but perhaps practise a bit before unveiling."
- **Lancome Soleil Auto-Bronzant Light Self-Tanning Face/Body Milk (£13.50, 150ml)** – "A really lovely product to use. It was easy to put on, had a fresh scent and the tan came up quickly and evenly."
- **Clarins Self Tanning Spray Dark SPF 15 (£13, 150ml)** – "The product isn't tinted but was a bit nervous about missing a spot when I was applying it. It was fine though, very even, although it took a few hours to develop."
- **Yardley Easy Bronze Self Tan Body Lotion with Vitamin E SPF 6 (£6.95, 150ml)** – "I was very impressed with this. The lotion is really nice to put on and has a coconut smell – very summery – and the colour was good, a nice light glow."
- **Christian Dior Bronze Instant Glow Body Self-Tanner Intense/Dark (£17, 125ml)** – "I love everything about this tanning gel. It feels like a moisturiser, smells yummy and gives a flawless, natural tan."
- **Clinique Self-Tanning Lotion (£11, 125ml)** – "I'd rate this among the three best self-tanning lotions I've used. The colour developed quickly and evenly and lasted almost a week before I topped it up."

lasts for a few days, a tinted moisturiser will give a sun-kissed look and lasts as long as you want. These are a great alternative to foundation too, as the colour is translucent and fresh, perfect for the summer. Try Oil of Ulay's Tinted Moisturiser SPF 4 (50ml, £6.99)

Bronzing powders are another great way of giving the face a bit of a glow, and these can be used over self-tan or tinted moisturiser to intensify fading colour. Reflective particles present in many bronzing powders create a shimmer to the skin and add to the feel-good factor.

Try one of our favourites: Christian Dior Terra Bella Sun Powder (£21, five shades); Cover Girl Bronzing Powder (£4.99, one shade); Revlon New Complexion Oil-Free Bronzing Powder (£7.95); Lancome Libre Soleil Bronzing Powder SPF 8 (£17.50, three shades); Ultima II The Bronzing Powder SPF 4 (£17, one shade); and Lechner Bronzelle face & body tanning powder (£2.99) or Ultraglow (£10.95).



FACT

Clarityn Allergy
is classed as
non-sedating
throughout the world



YOU CAN'T AFFORD TO CLOSE YOUR EYES TO SEDATION

Clarityn Allergy contains loratadine. For the treatment of hayfever. [P]

Further information is available from: Schering-Plough Consumer Health, Shire Park, Welwyn Garden City AL9 1AT

showcase

Rynacrom Allergy replaces Resiston One



Rhône-Poulenc Rorer has launched Rynacrom Allergy nasal spray to replace Resiston one.

Containing sodium cromoglycate 2 per cent and xylometazoline 0.025 per cent, Rynacrom Allergy nasal spray complements Opticrom Allergy eye drops by offering relief for the most common hay fever symptoms.

The company believes that stocking the two products together will increase sales, so it is providing a counter display rack for both products and supporting them with hay fever training for pharmacy assistants. Rhône-Poulenc Rorer Ltd. Tel: 01732 584000.

Herbal trio offers boost for healthy circulation

Seven Seas Health Care is launching One-A-Day Ginger & Ginkgo in Garlic tablets to its Höfels herbal supplement range.

These herbs may help maintain a healthy circulation and cholesterol levels.

Retail price is £6.95 for a pack of 30 tablets. Seven Seas Health Care Ltd. Tel: 01482 375234.

Bioral relaunched

This month sees Seven Seas relaunching Bioral mouth ulcer gel under the Merck Consumer Health banner.

Bioral is the one of six OTC brands that were acquired from Smithkline Beecham in September 1997.

The relaunch of the other five brands – Phensic, Actal, Calfig, Milpar and Vykmim – will be staggered throughout the year.

Merck Consumer Health Products. Tel: 01482 375234.

delivers more nutrients to the colon where they are broken down by bacteria. The surfactant effect of the simethicone also seems to improve the distribution of loperamide, enabling it to act more quickly.

A Pharmacy-only medicine, the new product launch is being supported by direct mail, TV advertising and in-store promotional material. A training pack, 'The complete works', is available to pharmacists from the company. J&J.MSD Consumer Pharmaceuticals. Tel: 01494 450778.



Imodium Plus – a double whammy for diarrhoea

Imodium Plus, launched this month, alleviates diarrhoea and other symptoms, such as cramping pain, bloating and flatulence.

Each chewable tablet, which can be swallowed without water, contains loperamide 2mg and simethicone 125mg (6, £3.45). In trials, the combination produced better relief of symptoms than the individual ingredients alone. Simethicone disperses trapped gas bubbles which are produced when increased gut motility

Ibuleve in mousse form

Dendron is hoping to revitalise the topical analgesic market with the launch of a mousse form of Ibuleve.

Ibuleve Mousse (ibuprofen 5 per cent) carries a Pharmacy licence and retails at £10.60 for a 125g aerosol can.

It is easy to apply and rapidly rubs into the skin, making it particularly suitable for those with limited manual dexterity. It is also considered more economical than other Ibuleve formulations (by at least 20 per cent per gram), making it ideal for heavy users, says Dendron.

The launch of the



mousse is being supported by a national press, PR campaign from May, and national TV campaign, totalling over £3.3 million. Dendron Ltd. Tel: 01923 229251.

Autan goes DEET-free

Autan is being relaunched with a new DEET-free insect repellent.

Developed by Bayer, Bayrepel is more effective than DEET (at the 20 per cent used in existing Autan products) and acts for up to 70 per cent longer.

Bayrepel is contained in two new products, Autan Active and Autan Family. There are three formats – body spray 100ml, pump spray 100ml and stick 50ml. Autan Family, (100ml). All retail at £4.99. Bayer plc Consumer Care. 01635 563000. Distributors Ceuta Healthcare Ltd. Tel: 01202 780558.



Nurofen for Children replaces Junifen

Crookes Healthcare is replacing Junifen with a reformulated paediatric analgesic – Nurofen for Children.

The safety and tolerability profile of ibuprofen in young children has led to the regulatory change which now allows it to be used in children as young as six months. Junifen was not recommended for children under a year or weighing less than 7kg.

Each 5ml of Nurofen for children contains 100mg of ibuprofen. In suspension. The orange-flavoured liquid is sugar and colour-free.

Nurofen for Children replaces Junifen as being prescribable on FP10. Crookes Healthcare. Tel: 0115 953 9922.

Ten hours relief with Vantage Drops

New Vantage Nasal Decongestant Drops carry a 'work for up to ten hours' claim.

They provide rapid and lasting relief for hay fever sufferers. The active ingredient of both formulations is xylometazoline hydrochloride – 0.1 per cent for adults and 0.05 per cent for children. A 10ml pack has a rsp of £1.85.

Vantage. Tel: 01928 717070.



New Eucerin cream for extremely dry skin

Beiersdorf UK is building on the success of its Eucerin range with the addition of new Eucerin 10% Urea Cream.

The new cream has a GSL licence for the treatment of extremely dry skin conditions including atopic eczema (dermatitis), ichthyosis, xeroderma and hyperkeratosis (50ml, £6.25 and 150ml, £13.99). Beiersdorf UK Ltd. Tel: 01908 211444

Care Pharmacy Assistant of the Year

Due to printing problems the third question paper for the Thornton & Ross Care Pharmacy Assistant Award, due to be included with this issue of *Over the Counter*, will now appear as a loose insert in the June 6 issue of *Chemist & Druggist*.

Copies of the form will also be available from Thornton & Ross local representatives or by calling the company directly Thornton & Ross Ltd. Tel: 01484 842217.

Bottoms up for Drapolene

Warner-Lambert Consumer Healthcare is introducing a new look range for its Drapolene Nappy Rash Cream.

The product is now available in a new 100g tube (£2.19), a new 200g tub (£3.55) and the economy size 350g tub (£5.99).

The new packs are

designed to provide greater choice with the tube offering an easier and more hygienic method of application.

The cream contains an antiseptic within an emollient base that helps soothe the irritation that causes nappy rash. The company will be supporting the brand in parenting titles. Warner Lambert Consumer Healthcare. Tel: 01703 641400.



Compeed cream for dry skin

Coloplast is introducing a new dry skin cream to its Compeed range of moist wound healing plasters for corns and callouses, blisters and heel cracks.

Compeed Cream for Extremely Dry and Cracked Skin is particularly suitable for use on the feet, but can be used for dry, rough, itchy and chapped skin on the hands and elbows.

The products active moisturising and regenerating ingredients include urea and alpha hydroxy acids which are more usually found in technologically advanced face creams.

A 75 ml tube retails at £3.99. Ceuta Healthcare. Tel: 01202 780558.

Pharmaton tackles daily fatigue

Boehringer Ingelheim Self-Medication is relaunching its Pharmacy-only Pharmaton Capsules, formulated for the relief of daily fatigue.

The relaunch will be supported by the first ever TV campaign for the brand, initially piloted in the Central TV region before going national.

The capsules contain G115 – a purified extract from the panax ginseng plant – which helps to maintain energy levels throughout the day.

Retail prices are £8.79 (30 capsules), £21.69 (100 capsules). Boehringer Ingelheim Self-Medication. Tel: 01344 484448.

Healthy teeth – it's as easy as ABC

Smithkline Beecham is introducing an oral health starter training kit, designed to appeal to mothers of children aged 0-6 years.

With the theme 'As easy as ABC', the kit combines Macleans Milk Teeth toothpaste (17ml tube) with a newly designed Milk Teeth toothbrush.

It also includes an educational leaflet with coupons worth £0.50 to encourage future purchases.

The kit is BDA accredited and will retail at £2.19.

Macleans Milk Teeth will be supported by an ad campaign worth around £500,000 this year. Smithkline Beecham Consumer Healthcare. Tel: 0181 560 5151.



New formula Milupa features LCPs

Milupa will be launching a casein-based infant milk formula containing LCPs (long chain polyunsaturated fatty acids) in May.

Aptamil Extra with Milupan will be the first Milupa casein-based infant milk formula for hungrier bottled babies to include LCPs (£7.29, 900g) and (£3.99, 450g).

Milupa is relaunching its baby foods range with a new look this month (£1.85 for Baby Meals, Pure Baby Rice and Baby Sauces. Milupa Ltd (a division of Nutricia). Tel: 01225 768381.

Fresh look for Steradent

Reckitt & Colman is introducing product improvements and a new look for its Steradent brand.

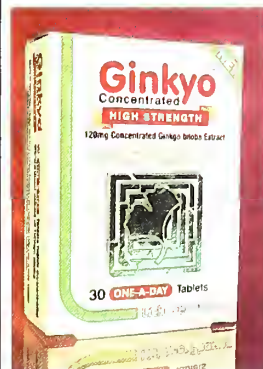
On shelf in June will be a reformulated Steradent 3 Minutes; Improved Triple Action formulation Steradent Fresh and Steradent Original cleaning tablets will be introduced from the end of May. Reckitt & Colman Products Ltd. Tel: 01482 326151.



Nelsons offers a natural solution

Nelsons has relaunched its Formulated range of natural remedies.

Products include Teetha for the relief of teething, Coldenza for influenza and flu-like symptoms in colds, Noctura for insomnia, Pollenna for hay fever, Rhomeica for rheumatic pain, Travella for travel sickness and Candida to help stimulate the body's natural resistance to flora imbalances. A. Nelson & Co. Ltd. Tel: 0181 780 4200.



Higher strength ginkyo biloba

Lichtwer Pharma is introducing a high strength ginkyo biloba supplement in a one-a-day tablet form.

Ginkyo Concentrated tablets contain 120mg of standardised ginkgo biloba extract.

The manufacturers claim the product could help to maintain a healthy circulation to the extremities including the brain.

The product will be supported by a £1 million advertising and PR campaign

The product retails at £15.99 for one month's supply. Chemist Brokers. Tel: 01705 222500.



Nivea for men cares for skin

Nivea for Men has been launched in the UK, with the aim of developing the skin care market for men.

A range of six products offers a simple regime that addresses common shaving problems such as tightness, dryness and razor burn, as well as caring for the skin.

Nivea for Men Shaving Foam (200ml, **£2.15**) and Gel (200ml, **£2.15**) are formulated to provide a smooth, close shave, help to protect against razor burn, and moisturise the skin.

Nivea for Men Aftershave Balm (100ml, **£4.75**), available in normal and sensitive variants, is a soothing alternative to aftershaves with the 'sting' factor. It soothes irritation and boosts moisture levels.

Central to the new range is its Moisturising Lotion for Normal Skin (50ml, **£4.99**) which is used daily to moisturise the skin and protect it from the elements. For dry skin, the Intensive Creme (50ml, **£5.75**) which gives added protection and boosts moisture levels in the skin.

Beiersdorf UK Ltd.
Tel: 01908 211444.

A new dimension in wet shaving

Wilkinson Sword is launching a new razor in the 'super systems' category.

Protector 3D features a blade cartridge which pivots and moves from left to right

to provide a 'closer and safer' shave. It has 25 per cent thinner guardwires, an enlarged Aquaglide strip and an ergonomically designed handle with a rubber grip.

The razor is available with two blades and a razor holder for both razor and replacement blades.

Retail price is **£4.49**. A pack of replacement blades retails at **£3.89**. Wilkinson Sword Ltd.
Tel: 01670 713421.

Konnyake fruit and fibre snack

Konnyake is a new fruit- and fibre-rich jelly snack said to 'maintain intestinal health and assist in weight control'.

Konnyake (**£4.25** per pot) contains konjac glucomannan, a natural, high fibre powder which absorbs 50-60 times its weight in liquid. When this happens in the stomach it produces a feeling of satiety and a reduction in appetite.

One pot should be eaten an hour before two out of three meals.

Konnyake is being launched by Larkhall Green Farm through Ceuta Healthcare. Larkhall Green Farm.
Tel: 0181 874 1130.



High-tech power for high drain appliances

Duracell is creating a new battery category with the launch of Duracell Ultra – a high-tech cell designed to power high-tech and high drain appliances.

The Ultra battery has been developed to meet the specific high power needs of appliances such as mobile phones, digital cameras, personal CD players and camcorders. Duracell Ultra AA and AAA batteries are intended to complement the existing range of alkaline batteries rather than replace them. High-tech appliances are expected to account for 28 per cent of total AA and AAA sized battery consumption by the year 2002.

A number of patented improvements increase the battery's efficiency at high currents to enhance its performance and make it last up to 50 per cent longer.

However, Duracell stresses that for general purpose applications, the standard Duracell range is still the best choice as everyday appliances don't drain the battery in the same way as high-tech appliances.

Retail prices for the new batteries will be on average 20 per cent higher than standard alkaline batteries, pricing a four-pack around **£4.50-£5**.

Packs for the Ultra battery will clearly indicate, with the use of icons, that the batteries are for high drain appliances. The blue and white 'halo'

will feature on batteries as well as the pack, and futuristic PoS material.

Duracell (UK) Ltd.
Tel: 01293 517527.

Make over for Pearl Drops

Carter-Wallace is relaunching its original range of Pearl Drops toothpolishes.

The new range features Original Freshmint, New Formula Spearmint and New Doublefresh (50ml, **£1.79**).

New Doublefresh contains calcium and two fluorides to help prevent decay. New Formula Spearmint is an improved formula combining two cleaning and polishing agents with a spearmint taste.

The products are designed to clean away surface discoloration caused by food, drink and smoking. They can be used as part of a daily routine after, or instead of, normal toothpaste.

Carter-Wallace Ltd.
Tel: 01303 850661.

Gillette scores a hat trick with Mach3

Gillette Mach3, the first razor in the UK to have three progressively aligned blades, will be available to consumers in October.

The company says the blades, which have a patented design, give a closer shave in a few strokes and reduce skin irritation.

Mach3 also has a forward pivot that allows the three blades to glide along the skin's surface without losing their alignment.

A razor set comprising razor, organiser and two cartridges retails at **£4.99**. A pack of four cartridges retails at **£4.99**, while a pack of eight is **£8.99**.

Gillette will be supporting the launch of the razor with a £25 million marketing spend – £12m in Mach3's first year, which will include television and radio advertisements. Gillette UK Ltd.
Tel: 0181 560 1234.



New aromas from Gillette

Gillette is launching three new fragrances in its Right Guard and Natrel Plus antiperspirant deodorant ranges.

A light, fresh fragrance called Oshia is the latest Natrel Plus variant. It retails at **£1.99** (170ml aerosol), **£1.25** (big ball roll-on) and **£2.05** (Silken Solid).

Xtreme and Topaz are the new Right Guard fragrances (200ml aerosol, **£2.09**, big ball roll-on, **£1.25**). Gillette UK Ltd.
Tel: 0181 560 1234.

Complete Protector and Performer

Wilkinson Sword has launched two men's toiletry ranges as an integral part of its newly packaged Protector and Performer brands.

The Protector range includes Shaving Gel, Shaving Foam, Aftershave Creme and Deodorant Body Spray, all with aloe vera. The Performer range includes Shaving Gel and Shaving Foam. Prices range from **£2.09** to **£2.79**. Wilkinson Sword Ltd.
Tel: 01670 713421.



Total plaque attack above and below the gum line

Colgate Oral Pharmaceuticals is launching a new-look Total range, reflecting its effectiveness in fighting plaque bacteria below, as well as above, the gum line.

Research by dental consultant and periodontologist Jan Lindhe has found that using Colgate Total can mean there is significantly less of a pocket gap between the tooth and gum. Bacteria are less able to build up below the gum line, which in turn inhibits the progress of periodontitis.

COP says that the inhibitory activity is due to the triclosan co-polymer in Total which allows a sustained delivery of the anti-infective triclosan to the gum and tooth.

To promote the efficacy message, new-look Colgate Total packs featuring a hologram and 'Clinical proof' flash will be available from mid-May.

A promotional spend of £6.5 million includes a £2.3m television advertising campaign through July and an £800,000 poster campaign.

The Total brand has been strengthened with the renaming of Plax as Total Plax, as it contains the same triclosan co-polymer, Tricloguard, as Total toothpaste. The product has also been reformulated to give the user a cooling, freshening feeling. Colgate Palmolive Ltd. Tel: 01483 302222.

Johnson's Suncare focus on kids

New initiatives from Johnson's Suncare this season include the launch of a children's line, targeting a rapidly growing sector of the market.

Johnson's Suncare Kids SPF 35 Long-Lasting Sun Block Lotion has been developed especially for the needs of active, independent kids. The high protection formulation offers broad spectrum protection – SPF35 and 3 UVA star rating. It is extra water and sweat resistant and can last for up to 80 minutes of water activity. For kids who enjoy playing on the beach the new sun lotion is ideal as protection is maintained even after rubbing with sand. The non-greasy lotion is easily absorbed and has a fruity fragrance.

The packaging, features a dolphin in a diving mask to highlight the water-resistant properties and its yellow cap differentiates it from other products in the range.

A 200ml pack retails at £10.75. Food Brokers Ltd. Tel: 01705 222590.



Washing the Oil of Ulay way

The new Oil of Ulay Moisturising Body Wash System contains 75 per cent Ulay moisturiser to clean and soften skin at the same time without the need to apply a body lotion afterwards. A small dab of the wash is applied to a net puff which is then worked onto the body.

The starter kit (200ml bottle with puff), a stand alone 300ml bottle and a Moisturising Bathfoam 300ml all retail at £3.49 each. Procter & Gamble (Health, Beauty & Cosmetics) Ltd. Tel: 01932 896000.



Go fruity in the shower

A new range of Palmolive fruit gels contain gentle cleansers to remove dirt and bacteria and fruit extracts to cleanse away dead cells.

Renewing Gel contains grapefruit and papaya extracts to gently cleanse while encouraging regeneration to help maintain clear skin.

Toning Gel contains extracts of kiwi and mango which have a mildly astringent effect to help tone the skin.



Revitalising Gel contains rose water essence and visible bubbles of vitamin E and peach kernel oil for their moisturising properties.

Presented in transparent 250ml packs, the vibrantly

New look for Palmolive

The Palmolive men's shaving toiletry range is being relaunched with new packaging focusing on the benefits offered by gel, foam, cream and stick variants. The new design is intended to help consumers choose a product to suit their individual needs. A 2-in-1 Moisturising shave foam with vitamin E has been added to the range. Colgate-Palmolive (UK) Ltd. Tel: 01483 302222.

An explosion in the shower

Imperial Leather Foamburst Gel is an innovative new showering product set to revolutionise the personal wash market.

An aerosol pack dispenses a small amount of clear gel which produces copious quantities of creamy, long-lasting lather on contact with water and air. The combination of cleansers and conditioners clean and improve the condition of skin in four days.

Foamburst Gel is available in four variants: Delight; Vitality; Radiance; and Fitness. The 200ml CFC-free pack retails at £2.99. Cussons (UK) Ltd. Tel: 0161 491 8000.



coloured gels retail at £1.99.

Colgate-Palmolive (UK) Ltd. Tel: 01483 302222.

Extra extra dry with Arrid XX

Arrid XX is a new range of antiperspirant deodorants which will replace the existing Arrid products.

Four variants are targeted at the 24-36 age group – For Men, Fresh Pink, Showerfresh, and Sensitive. Two more variants – Club and Girl – are designed to appeal to the youth market.

All six feature the brand's 'extra extra dry' formulation which helps keep the body dry and odour-free. Aerosols retail at £1.49 for 150ml. Girl, Fresh Pink, Showerfresh and Sensitive are also available in a new big-ball roll-on (£1.09). application. Carter Wallace Ltd. Tel: 01303 850661.



On the ball with Soft & Gentle

Colgate-Palmolive has updated the roll-on range of its Soft & Gentle anti-perspirant deodorants with a new big ball applicator.

Shaped to suit the contours of the arm, the new format is easier to apply because it requires fewer application strokes than small ball roll-ons.

Available in Coral, After Hours and Lights, the product retails at **£1.19** (50ml). The Soft & Gentle brand will be supported by a £4 million advertising and promotional package this year.

With around 18 per cent of APD sales in roll-ons (IRI Infoscant), the big ball format accounts for 40 per cent of female usage. Colgate-Palmolive (UK) Ltd. Tel: 01483 302222.

Miners make Mediterranean Mischief

Miners International is introducing six new shades to its Essential Lip Colour cosmetics range.

The 'Mediterranean

Mischief' collection ranges from Insatiable – a pale pearly pink, and Tea in the Sahara – a delicate dessert colour, to Instinct – a shimmering shade of grape and Blissed (aubergine) for a more exotic look.

The collection is completed with Ghost Train, a strong silvery slate and Dignity – a milky chocolate.

Retail price is **£2.25**. Paul Murray plc. Tel: 01703 268444.

Maybe it's Maybelline

Laboratoires Garnier is launching the Maybelline New York cosmetics range in the UK in March.

The L'Oréal group acquired Maybelline New York a year ago and aims to build it into one of the leading cosmetics brands by 1999.

The comprehensive cosmetics range includes over 185 different colour shades.

The core collection comprises eight products including Great Lash Mascara which comes in pink and green packaging. Retail prices range from **£2.49** to **£4.49**.



The Maybelline Express collection features five products with fast action formulations. These include Fast Finish Nail Varnish which is formulated to dry in under a minute. Retail prices range from **£3.49** to **£4.49**.

The Great Wear collection is a line-up of five cosmetics formulated with 'non transfer' technology to provide long-lasting colour. Retail prices range from **£2.99** to **£5.69**.

The launch will be supported by a TV and press advertising campaign with the copyline 'Maybe she's born with it. Maybe it's Maybelline.' Laboratoires Garnier. Tel: 0171 937 5454.

Smell cotton fresh with Sure

Elida Fabergé is launching a new variant in its Sure Intensive antiperspirant deodorant range. Targeted at 18-24-year-old women, Cotton Fresh is fragranced with the scent of fresh clean cotton.

Developed by fragrance consultant Ann Gottlieb, it combines fruity top notes with a soft warm, base. The formulation is pH balanced and dermatologically tested.

The variant is available in two sizes of aerosol, Ultra Dry Cream and a new big ball roll-on.

The big ball applicator is designed to fit the average underarm with one stroke to give total coverage.

Retail prices range from **£1.29** for the roll-on to **£2.39** for Ultra Dry Cream.

The launch will be supported by a £2.5 million media package which includes TV and press advertising.

New too is Sure Sport for Men which has a fresh, sporty fragrance. It comes in petrol green packaging to enhance its masculine image.

The range includes two sizes of aerosol,



Powerstick and big ball roll-on. Retail prices range from **£1.29** for the roll-on to **£2.19** for Powerstick.

The launch will be supported by a £4 million marketing campaign which includes TV advertising and a sampling programme. Elida Fabergé. Tel: 0181 481 6000.

Clean sweep for Numark skin care range

Numark has introduced a new look for its own brand skincare products.

Stylishly packaged in clean blue and silver foil, the range comprises Cleanser (**£1.19**), Refreshing Toner (**£1.09**), Moisturising Lotion (**£1.19**), Moisturising Cream (**£1.49**) and an Intensive Hand Cream (**£1.19**). A gift bag including all items retails at **£5.99**.

All products are pH balanced, dermatologically tested and fragrance/alcohol-free. Numark Ltd. Tel: 01827 69269.

New face packs from Christy, naturally!

Christy Cosmetics is introducing eight new facemasks with natural ingredients.

Suitable for all skin types, the products range from Skin Survival System Tea Tree Facemask, to revive problem skin, to Instant Radiance Complex Jasmine and Evening Primrose facemask, to boost stressed, tired looking skin.

The facemasks are available in 15g sachets (**£0.99**) and 100mg tubes (**£3.99**).

The eye-catching colourful packaging is designed for maximum impact on-shelf. Network Health & Beauty. Tel: 01252 533333.



Double Trouble from Miners

Miners International has launched a new two way comb mascara called Double Trouble.

One side of the wand is designed for applying the product evenly from root to tip and the second comb is to separate and thicken the eye lashes.

The product is waterproof and comes in five colours – brown and browny black for everyday wear and white, purple and blue for added effect.

The black bottle features a bright pink cap and matching pink graphics.

It retails at **£2.49**. Paul Murray plc. Tel: 01703 268444.



Once more the hay fever season is upon us and we have stocked up with a selection of antihistamines to help sufferers through this difficult period. At this time of year I try to read articles in the pharmacy assistant magazines to refresh my memory and update my knowledge.

I know this year is going to be particularly busy as we will have to spend time explaining to customers that they can no longer buy terfenadine over the counter but will have to get a prescription from their GP.

Of course, magazines are not the only source of information for pharmacy assistants. I have always found visits by pharmaceutical representatives very helpful. I know their arrival

in the pharmacy is not always appreciated, especially when you are up to your eyes in prescriptions and customers, but over the years many reps have been only too pleased to explain new products to us. Sometimes they also point out situations we are totally unaware of. For example, a rep recently told us that in some US states it is an offence to drive while taking antihistamines that cause drowsiness. If a driver was involved in an accident in these circumstances, he or she could face a long jail sentence.

Although this information might not seem relevant to us in the UK, many people in my area now take fly-drive holidays. Our regional airport is quite near and one of the most popular destinations is the US. While we always warn customers about medicines that cause drowsiness, if they mention holidays, which they often do, we will certainly alert them to the possible problems with antihistamines.

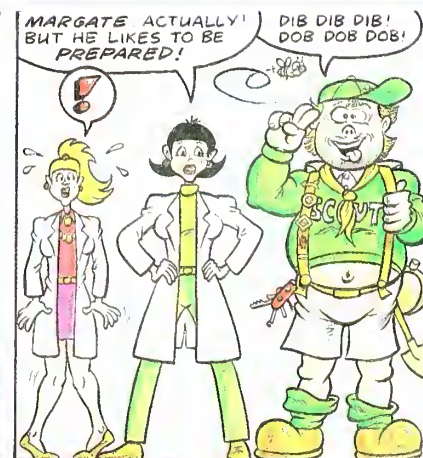
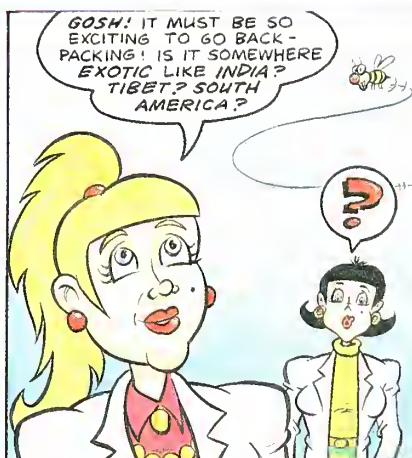
Next time your friendly rep calls, he will probably be trying to sell you something, but he might also be trying to tell you something.

An Ode to the Rep

*You can spot him when he's parking, in a car that's spanking new.
His suit is immaculate, his tie is trendy, too.
He likes to make an entrance with a happy bright fixed smile,
He will flatter you and charm you, keep you talking for a while.
He will mention new products, give you leaflets by the ton.
He will talk about percentages and deals that can be done.
He will offer you samples, pens and pads for you to write,
But if he gets no order he will disappear from sight.
There's no need to feel guilty, he will turn up in a while,
And stand right by your counter with that fixed persistent smile.*

MEANWHILE...

BY BAM !



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- Active in 15 minutes
- Lasts 8 hours

12 CAPSULES

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Dust Allergy	✓
Pet Allergy	✓
Skin Allergies	✓

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